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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXX

NEW YORK, JULY 18, 1912

No. 3

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GENERAL LIBRARY

Advertising is the most fascinating of businesses. It is intangible and indefinite. There have been so many advertising successes that any man can prove anything about any method.

There is so much half-knowledge floating about that few men are in a position to decide which advertising success is a success because of the advertising and which a success in spite of the advertising. Business men starting in this untried field need honest, reliable advice

Philadelphia

New York

Boston

Chicago

Cleveland

Over **THREE MILLIONS** of people **DAILY** view the **Car Cards and Posters** on the **Subway and Elevated** lines of **New York** and the **Brooklyn Rapid Transit System**. This is more than **68%** of **Greater New York's** total traffic. Does this vast **BUYING** majority of the **City's** population see **YOUR** advertisement, or your competitor's?

We have exclusive control of the Card and Poster Space on the Subway and Elevated Lines of New York and are Sole Agents for all Car Advertising in Brooklyn

WARD & GOW

50 Union Square

New York

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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXX

NEW YORK, JULY 18, 1912

No. 3

How Much Shall We Spend for Advertising?

The Problem Facing the New Concern, Which Depends for its Solution upon the Ease or Difficulty of Securing Good Will

An advertising man who had been reared in the close-paring, department store school where the advertising expenditure was fixed at three per cent of the total sales, was called into a newly established manufacturing business. Upon being given access to the books, he was appalled to find that whereas the total sales for the previous year—the fourth of the company's existence—were not quite a quarter of a million dollars, the advertising appropriation for the current year was \$50,000—just twenty-one per cent of the sales. His first thought was that he had been called to assist at an autopsy, for those figures would spell ruin with a capital "R" to the department store, and he made remarks to that effect at his first conference with the president.

The latter reassured him with a smile. "We are *investing* our money," he said. "Remember, this is a comparatively new concern and among the things it must have to succeed is good will. It must buy that just the same as if it were buying bonds—to return not to-day or to-morrow, but years hence. Good will to us is even more important than machinery or raw material, for it

would profit us nothing to make goods which we could not sell. So just as we invest a part of our capital in machinery, tools and material with which to *make* a product, we put part of it into good will to help sell the product.

"You would not exclaim if we put the fifty thousand into salesmen. Yet they might pay a very small return in good will, comparatively speaking, because they might force the sale of the goods upon many an unwilling purchaser, and we might have to spend more in proportion to the sales as time went on. In this case, however, you will see the ratio gradually decline. With reasonable efficiency in our general management, in five years I expect to see the advertising appropriation reduced to ten per cent or possibly a little lower. In this line of business it can hardly be expected to fall below eight to ten per cent."

The view expressed above is the new view—a way of looking at things which would have caused apoplexy some twenty years ago. Even to-day it is heresy in some places.

A writer in one of the current magazines—supposed to be a high authority on financial subjects—

THE RELATION OF THE CAPITAL, ASSETS AND GOOD WILL OF SOME LEADING INDUSTRIAL CORPORATIONS AS REPORTED BY BOSTON NEWS BUREAU.

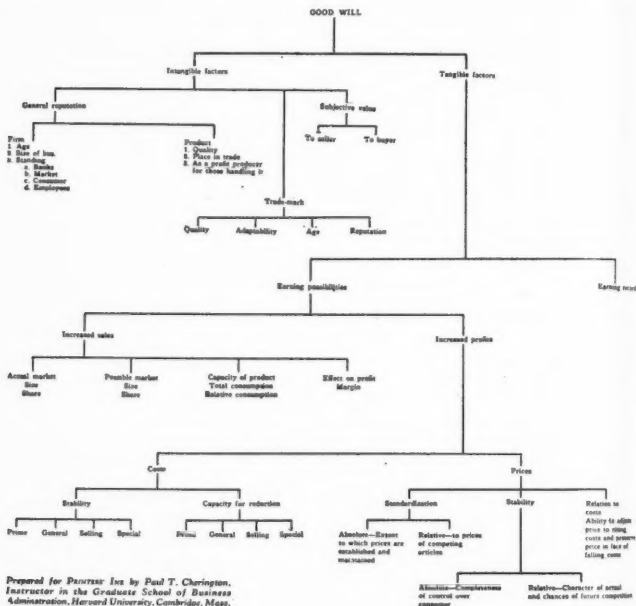
Name.	Capital.	Assets.	Good will.	% assts.
Goodrich	\$90,000,000	\$100,377,604	*\$57,000,000	56.5
Woolworth	65,000,000	65,157,155	50,075,000	76.8
Sears-Roebuck ..	48,500,000	60,768,949	30,000,000	49.3
Studebaker	43,500,000	56,476,143	19,807,277	35.0
May Dept.	20,000,000	21,377,229	14,343,957	67.0
Underwood	13,500,000	15,476,785	7,995,720	52.2
Loose-Wiles	13,000,000	15,247,152	7,970,543	51.6

*Estimated.

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strongly advises intending investors against buying the securities of any industrial "greatly dependent upon patents in its manufacturing end, or advertising in its selling end." The assumption is, of course, that just as patents may be rendered obsolete by new inventions and will go out of existence anyway in seventeen years

pendous advertisement of his good will account. The B. F. Goodrich Company, recently consolidated with the Diamond Rubber Company, capitalizes a cool \$57,000,000 of good will! What does that represent? Patents are of mighty little importance in the rubber business, secret processes of manufacture are practically



or less, the effect of advertising may be overcome by rival advertising, and the advertising of yesterday is as dead as an expired patent. That it is very much alive, a glance at the good will columns in the tables on the preceding page will show.

A goodly portion of those vast amounts set down there under the head of good will are the results of the advertising which has been done—the mill still grinding with the water that is past. Thirteen million dollars of Woolworth's money invested in the highest office building in the world is a stu-

common property, location cuts very little figure, proprietorship has changed a dozen times, the Goodrich who founded the business having been dead for many years, and no one bearing the name figures in the management. That "good will" represents advertising, practically entirely. It is the result—or rather one of the results—from the constant repetition of "Best in the Long Run." It is summed up in the attitude of the young lady whom the writer asked to name the make of tires her father used on his car. She didn't know, it happened, but she

The Butterick Trio

The National Shop-Window

What wouldn't you give to have a shop-window displaying your goods and your sales-story to 1,500,000 women who *paid* to see it every month?

That's exactly what The Butterick Trio does for its advertisers. And please note: the "shop-window" is brought to these 1,500,000 women *in their own homes!* They study it at their leisure. They buy *before* they shop.

They have the ability to purchase the best of everything. Trio advertisers know that. It's up to you to interest them in your goods. We have the "shop-window" waiting for you.

The Butterick Trio

Robert Frothingham
Advertising Manager

F. H. RALSTEN, Western Mgr.
First Nat'l Bank Bldg.
Chicago

E. G. PRATT
New England Mgr.
149 Tremont St., Boston

said "Goodrich, I suppose, the same as they all do." That's good will, and that is what it pays to spend a mighty substantial proportion of the first few years' sales to get.

BANKERS' ATTITUDE CHANGING

With the object of ascertaining whether this new attitude toward good will (which includes, of course, the recognition of advertising as an investment) had been assumed by any of the more conservative financial institutions. PRINTERS' INK sent a letter to 250 banks, members of the American Bankers' Association, asking whether there is in financial circles, "a growing disposition to regard with favor an aggressive advertising policy when linked up with a successfully conducted business." The case of the Royal Baking Powder Company was cited, which began with a small capital and "invested" the profits in advertising for a number of years. Eventually this business, which was almost wholly a good will proposition, was capitalized for \$20,000,000, and the common stock has paid for some years twelve per cent dividends. The list of bankers addressed were asked if they would consider that sound financing, and were requested to state how a man could determine what proportion of money spent for advertising could be considered a legitimate investment.

Of those bankers who answered, thirty-three per cent state that money spent for advertising should be charged to "expense" *in toto*, and, by inference if not by direct statement, that there is no tendency to regard an advertising policy as anything but running expense. The resulting good will, they affirm, is not to be considered in conservative financing, and has no place on a statement of assets.

Twenty-eight per cent of the bankers who answered the letter say that good will secured through an aggressive advertising policy should be given "due consideration" when it came to lend-

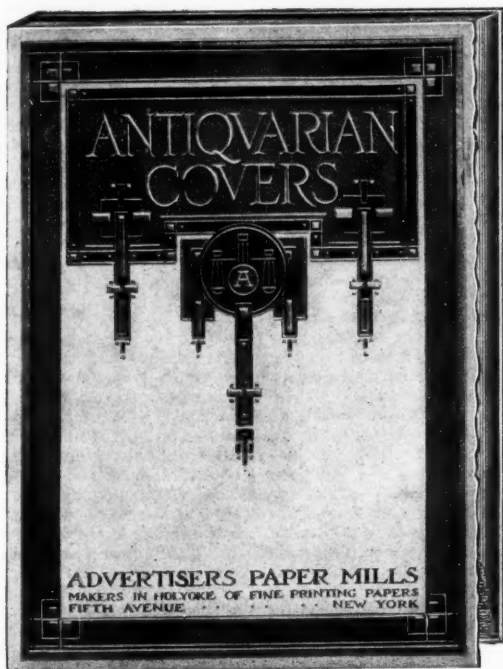
ing money or financing an enterprise. None of these bankers would go so far as to say that good will has any place in a financial statement, or that it can be charged to anything except expense, but they all asserted what the thirty-three per cent denied—namely that the good will of a concern has to be considered very frequently.

Fourteen per cent of the whole number came out flat-footedly with the assertion that there undoubtedly is a tendency in conservative financial circles to regard advertising as an investment. With one exception they agree that it would be poor book-keeping to list advertising as an "investment," but they admit that it should be given full consideration in extending credit. The one exception states that a certain portion of the advertising expenditure should be shown on the books as investment, the portion to be determined by a comparison of the results which had been obtained with the reasonable expectation of results to come in the future.

The other twenty-five per cent of replies were absolutely non-committal, some stating that they did not care to discuss the question, and others taking refuge in generalities such as "advertising is a necessity to most concerns," etc.

MEETING THE ISSUE SQUARELY

That showing is to be considered nothing short of remarkable, when it is remembered that ten years ago the average banker would have scoffed at the idea of advertising at all. He didn't believe in it so far as his own business was concerned, and he was rather inclined to look upon it with suspicion when it was indulged in by other people. When forty-two per cent of a list of bankers can be persuaded to say that good will secured by advertising should be given at least "due consideration" when determining a line of credit, it shows that the status of advertising in the financial world is rapidly



THE BOOK OF ANTIQUARIAN COVERS

THE BOOK OF ANTIQUARIAN COVERS pictured above measures $9\frac{1}{2} \times 12\frac{1}{2}$ inches and contains a collection of masterful examples showing the use of Antiquarian Covers—their adaptability and the wonderful shades in which they are made. Among the thirty-six fine suggestions you are bound to discover an idea which you can use on your own work. Each page, whether printed in only one or in three colors and embossed, represents an advance in the development of Cover papers. A few words to your stenographer will bring the volume to you express prepaid.

ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers
Fifth Avenue Building New York

changing. And the wording of the replies shows pretty conclusively that the bankers regard advertising as the chief promoter of good will. Those who do not side-step the question entirely meet the issue squarely upon that basis. It is not the money spent for patents or for trademark rights that they are talking about, but *the money spent for advertising the goods.*

Thus the man who is facing the question, "How much shall I spend for advertising?" has better and higher authority than ever before for regarding the appropriation as an investment, paying dividends in good will. It is true that it figures in the books as "advertising expense," but it goes to make up "demonstrated earning power" whenever it is necessary to re-finance or extend the credit of the business. It is reported on the best authority that the National Biscuit Company had been advertising Uneeda Biscuit for three years before the sales of that commodity paid a profit, yet no one in his senses would maintain that it was "merely an expense." Of course the company was selling other crackers at a profit big enough to more than offset the deficit, but even if that were not the case the advertising of Uneeda would have been an investment just the same, and future events have shown that the company could have afforded to pay for that advertising out of the capital of the concern if no other source were available. Since 1905 the dividends paid on the common stock have risen from four to nine per cent, while the physical assets have increased only from sixty-two to sixty-six million dollars. While there are only four million dollars more physical assets than there were in 1905, nobody would be likely to accuse the National Biscuit Company of frenzied finance if it should increase its capitalization ten to fifteen millions. Yet the greater part of the increased capital would be represented by nothing tangible. It is simply the demonstrated earning power, much of which is the result of the

advertising expense of last year and the year before.

It is evident, then, that it is not wise to limit the advertising appropriation to an amount which seems likely to "come back" the first year. In other words the money spent for advertising cannot be expected to return at once with a profit in its hand. But it is not wise to plunge so heavily as to endanger the credit of the business, for be it understood, good will is a fine thing in connection with a going business, while the good will of a bankrupt concern isn't worth a cent.

BUSINESS MOMENTUM

In a sense good will is a sort of business momentum. As long as the concern keeps going, last year's advertising helps keep up the speed just as the momentum of the last turn of a locomotive's drive wheels helps send them around the next time: but after the concern has once stopped the good will it used to have will not help start it again any more than the locomotive's momentum on its last run will help overcome its inertia as it stands in the round-house.

That fact, by the way, makes the new attitude of the bankers all the more striking, since the banker always looks at a financial statement from the standpoint of what the assets would be worth *in case of failure*—not considering at all what they are worth under an aggressive sales policy.

No less an authority than Elijah W. Sells, of Haskins & Sells, Certified Public Accountants of New York, says that "such advertising which has a direct effect in *creating* or measurably *increasing* the good will of a business may be considered as an *investment*, while that which is done to maintain a normal distribution or call attention to special temporary prices should be considered an *expense*." In other words, the advertising which goes directly to the promotion of the good will of a new concern can properly be capitalized, and paid for out of money received for stock, while that advertising which is done simply to

Efficiency

"Talk's cheap, but it costs money to keep a cow."

Also, it costs *more* money to keep two cows.

This deep reasoning having been agreed to, we are ready for the next step in our argument—

It costs *less* money to keep one cow than to keep two.

Now here is the point of all this "pointed" logic:

In number of dairy cows the State of Wisconsin ranks sixteenth, but—

In the value of dairy products Wisconsin ranks *second*.

The answer is that the farmers of Wisconsin have learned to farm *efficiently*. That's one more answer.

The Wisconsin Agriculturist

has taught and is teaching its people constantly how to get bigger returns, how to reduce expenses, how to weed out the unproductive element.

Today The Wisconsin Agriculturist is subscribed for by over 60,000 progressive farmers—one out of every three in its chosen field.

Again "efficiency."

Moreover many of these subscriptions are for two, three and four years in advance.

If you will run over the list of magazines or papers which *you* think enough of to pay out good money for two to four years' *advance* subscription, we think you will agree that this again proves efficiency.

Ask us for details.

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wis.

Geo. W. Herbert, Inc.
Western Representatives,
First Nat. Bank Bldg., Chicago.



Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

Member Standard Farm Paper Association.

maintain something already secured should come out of profits.

Hence it is evident that the answer to the question "How much shall we spend for advertising?" is "Enough to secure a demonstrated earning power (good will), which will produce profits sufficient to pay for the advertising necessary to maintain distribution of the goods." That, of course, is the minimum amount.

Conditions in different businesses vary so greatly that no exact percentages can be given. But the analysis of good will on page 4, which was prepared for PRINTERS' INK by Paul T. Cherington, instructor in the Graduate School of Business Administration, Harvard University, gives some clues as to the conditions which determine whether the amount spent for advertising at the start shall be a greater or a less part of the capital.

Since we are discussing an entirely new business, none of the "Intangible Factors" will affect the advertising investments, except the product and the trade-mark. The lower the quality of the product, the harder to create good will, and the more money must be spent. The smaller the profit it pays those handling it, the easier it must be made for them to sell, which of course means more advertising. The quality and adaptability of the trade-mark will affect the advertising in the same manner, though not to the same extent. Of course, being a new trade-mark, its age and reputation are negligible.

GOOD WILL OF A MONOPOLY

When we come to the "tangible factors," under "increased sales" we find the item "possible market." Being a new concern, the "actual market" may be assumed to be non-existent. The size of the possible market, of course, affects the size of the appropriation, since the wider the field the more it costs to cover it. But there is another important consideration right here, and that is the number of possible individual buyers in the market.

The business with five hundred customers is less valuable than the business with five thousand customers, if the gross sales of both are the same. Thus the good will of a chewing gum concern would be worth more than that of a piano house doing the same amount of annual business. The reason for this is that it is easier to lose a substantial percentage of 500 customers than it is to do the same thing with 5,000. So to make the good will of the piano house equal in value with that of the chewing gum concern will require more money and more effort. Hence the new piano concern can afford to spend more money than the new chewing gum company—more, of course, in proportion to the capital, not necessarily a larger integral amount.

With regard to the share of the possible market, the following is quoted from L. R. Dicksee, professor of Accounting at the University of Birmingham, England, probably the leading authority on the subject of good will: "Income derived from a monopoly or quasi-monopoly will command a higher rate of good will than one derived from an industry in which competition is keen." The application, of course, is evident. The monopoly or quasi-monopoly need not spend so much money in advertising as the business in a competitive line.

The above, however, does not apply with full force to monopolies granted by patent rights, since at any time it is possible that subsequent inventions may depreciate the value of the patents.

The heading "capacity of product" refers to the frequency of purchase. If the product is one which is totally consumed—like soap, shoes, food-products, etc., the customer will be again in the market for similar goods before long. If, however, it is a product which is only partially consumed—like articles of hardware, furniture, utensils, etc., the same customer may not buy more than twice or three times in a lifetime.

In the former case the good will is worth more than in the



The women of more than 600,000 families residing in the small towns and country, are reading *July Needlecraft*—the number of readers constantly increasing.

These women are interested in their personal appearance, in home adornment.

Needlecraft supplies them with the desired information concerning fancy needlework, dressmaking, millinery, home decoration—minute instruction.

Being a magazine of serious purpose, advertisers will reach these women at the time when their minds are directed merchandise-ward—the moment of least sales resistance.

Deciding to use *Needlecraft* means sharing in an enormous Fall and Winter business to come from more than 600,000 wide-awake women.

September advertising forms close promptly on July 30th.

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

Flatiron Building
NEW YORK

latter, and it is easier to get because there is often an argument in the quality of the goods themselves which makes future sales. In considering the amount to be spent for advertising, this factor is relatively unimportant when compared with the size of the market, and the quantity of competition. As a general rule, however, distribution is more important than good will (at the start), for goods which are bought only once or twice in a lifetime. For if your competitor gets the one sale, you cannot hope to reach that particular person for years if you can reach her at all, whereas if the goods are totally consumed with reasonable quickness a second sale will be ripe for picking shortly which your advertising may land. The goods which are totally consumed need more good will advertising at the start, to secure the second sale if the first goes elsewhere.

Under the head of "Increased profits," the subject of costs has a bearing on good will only when the business is to be sold. It is quite true that selling costs have an influence upon prices, which in turn affect the consumer, but they have little bearing upon the subject of how much to spend for advertising. In fact the amount spent for advertising (with due regard, of course, for the way in which it is spent) will have more effect upon selling costs than the other way around. And as a matter of fact, the selling cost for any article cannot be determined in advance anyway.

ADVANTAGE IN THE FIXED PRICE

The better the maintenance of prices ("standardization" in the table) the greater the good will—because everybody is treated alike, and nobody has a chance to feel disgruntled. Hence, other things being equal, the concern which is selling at "any old price" will be obliged to spend more money in advertising to get the same result.

There are two other considerations which enter into the good will analysis, and which have a particular bearing upon the ad-

vertising investment. The first is the kind of business engaged in. Does it supply a need which is readily recognized by the public, or must consumers be educated to the use of the product? It is evident that a concern in the latter class will have to spend much more for its good will than one in the former, other things being equal of course. Just as an example of what is meant, the man who put the first rubber hot water bottle on the market could have piled up good will at a comparatively small outlay, while the first adding machine was a good many years getting any good will to speak of. Good will comes easier in the line of business which is established and recognized than in the new field.

And second is the amount of dependence the public places upon the services of the proprietor or founder of the business. This factor is rarely, if ever, met with in an ordinary merchandising business, but it is frequent in publishing businesses where the editor or star writer keeps a large portion of the subscription list together.

In such a case, unless the business were to be allowed to slump with the death or retirement of the individual, it would be necessary to spend a comparatively large sum in advertising for good will. When the good will of a business is appraised for purposes of sale, it is customary to deduct a sum which represents the estimated cost of replacing the services of the proprietor. Of course in case of death or retirement this amount would automatically deduct itself from the good will, speaking in terms of dollars and cents.

In brief, the money that is spent for advertising at the start of a new business should be put in as an investment by the persons interested in the business, and should not be taken out of profits. Its exact amount depends upon conditions in the individual business which must be carefully studied, not only as they affect sales conditions but in their relationship to good will.

SCRIBNER'S

The education of the salesman is not complete until he locates a real market for his line, then works that market for all it is worth. He must know what not to do; he must not dissipate his energies in soliciting business of those not able to give it to him.

This applies with force to the manufacturer in choosing his advertising mediums. Sizing up his most logical market, he selects the mediums he knows are read by and have weight with the natural consumer of his goods, then *works* those mediums. Dissipation of his energies lies in distribution to the indifferent, to those who have to be hammered indefinitely, to those who cannot afford to buy.

In the homes reached, among the people influenced, by Scribner's Magazine is a ready market for any product of merit and in this market Scribner's circulation is one of known value to advertisers.

To cover this market costs little. *Do not overlook the influence of the homes reached by Scribner's.*—

- Their influence on the retailers
- On each other
- On the kind of trade that is permanent

©

\$250 per page flat

MAGAZINE

SCIENTIFIC application in advertising, insofar as selection of media is concerned, is horse-sense enough to determine what publications circulate in sufficient quantity to "move goods" in the market created, or about to be created by the advertiser.

You can't reach the consumer in Ohio by advertising to the man in Florida. If your natural market is Ohio, buy circulation in Ohio, and if in Florida, circulation in Florida. If in a zone made up of several states, then circulation in that zone.

Every advertiser should know where his market is, and where the tendency to buy his product is most pronounced. It ought to be therefore easy for such an advertiser to match the circulation he buys with the market created.

The day when any periodical can claim with impunity "Everybody who is a reader of my magazine is a purchaser of your product" is past. The readers may have the money with which to buy the product, but

live where the manufacturer can't profitably reach and sell the dealers who must supply them. Then too the circulation may be so scattered as to be ineffectual and unprofitable.

You can't pick daisies in the Sahara Desert; neither can an advertiser expect profitable results from the indiscriminate application of bulk circulation, "location unknown."

The American Sunday Monthly Magazine has 2,000,000 circulation, location known. We can "spot it" for the advertiser and within a few moments show him we present great possibilities. We don't want his business unless we can. We will submit our circulation by cities, by states, by zones. We will compare our circulation with that of any other periodical which makes known its circulation and the location thereof.

Our booklet "Facts" in an effective appetizer.

Beginning October 6, 1912, issued twice a month.

American Sunday Magazine

(Now Issued Monthly)

New York Office
23 East 26th St.

Chicago Office
903 Hearst Building

W. H. JOHNSON, Adv. Mgr.

Farm and Home readers have absolute confidence in Farm and Home advertisers

THIS editorial is from the May issue of "Batten's Wedge" published by George Batten Company, the well-known advertising agents. The letter

mentioned is one that a subscriber to *Farm & Home* sent to the Gordon-Van Tine Co., the big building material concern at Davenport, Iowa.

The publication referred to in this article is
FARM & HOME.

BATTEN'S WEDGE Confidence

A great farm paper published an advertisement of a big building material concern. The purpose of the advertisement was to distribute plan books. A Nebraska farmer read the advertisement, recognized it as something that offered to fill a need that, with him, was immediate. He forwarded Chicago exchange for \$500 and asked for a shipment by fast freight of enough material to build him the sort of house he wanted. He stated in his letter that if the amount sent was more than enough, the difference was to be made up in 2 x 4's.

It is with just such confidence that 500,000 wide-awake and well-to-do farmers and their families read *Farm and Home*.

This farmer had never received a price on the house — did not know what it would cost. He placed his money and faith in the hands of an advertiser—and he received satisfactory value.

Our readers buy from our advertisers with freedom and confidence because of our guarantee that our advertisers are thoroughly reliable.

FARM AND HOME

The Leading National Semi-Monthly Farm Paper

Address Our Nearest Office for Sample Copies and Advertising Rates

THE PHELPS PUBLISHING CO.

1909 Peoples Gas Bldg.
Chicago, Ill.

601 Oneida Bldg.
Minneapolis, Minn.

Aberdeen
South Dakota

315 Fourth Ave.
New York

1-57 Worthington St.
Springfield, Mass.

What Twenty-four Years Have Brought Forth

It pays to cease the grind, at intervals, long enough to "take stock," not only of our performances as individuals, but as a body of workers with a common interest. Change has followed change so continuously in the past twenty-four years that no perspective has been constant. Each year has witnessed an impulse forward. Certainly many common methods of twenty-four years ago would be utterly inadequate if employed to-day. Even those who looked upon the efforts to improve advertising conditions as visionary are now industriously taking advantage of the reforms that have been brought about.

An understanding of the influences that have fixed and unfixed old standards will enable the dispenser of advertising funds to come just a bit nearer the mark than one who has no interest in how or why order has been brought out of chaos in one generation.

In response to a request from PRINTERS' INK several advertising men, in the following pages, set down their views of the changes brought about since 1888—when PRINTERS' INK started—that have made possible more resultful advertising.

THE RISE OF HUMAN INTEREST AND SERVICE

By M. R. D. Owings,

Adv. Mgr., International Harvester Company of America, Chicago.

Of course, it is clearly evident that advertising has changed very materially in method and in aim since 1888. We began reading PRINTERS' INK in 1891, the year in which we became a full-fledged editor, and have earnestly endeavored to be a faithful pupil of the "Little Schoolmaster" ever since.

Geo. P. Rowell, the founder of PRINTERS' INK, and battle-scarred veteran in the ranks of progressive advertising men, probably did more to improve advertising and advertising methods, and keep the art abreast with the advancement of the expanding industries, than any other man of his time.

You ask, How has advertising changed? In a general way we may say that there is little trace left of the old-style advertising. Advertising of to-day is no more like the advertising of twenty-four years ago than the modern harvesting machine is like the old-style reaper—no more like the advertising of those earlier days than the gasoline tractor is like the old Dobbin that was blind in one eye.

Since 1888 the railway locomotive has changed in design and in size, and its pulling power has been increased many-fold. Many old industries have been revolutionized and reconstructed in keeping with the present-day conditions and requirements. Many new industries have been evolved and made a part of the great commercial activities of to-day. In other words, we are progressing, moving forward—and herein lies the chief reason for the fundamental changes which have taken place in advertising methods and aims.

In 1888 probably not more than one man in a hundred believed in advertising—and the one that did believe in it often wondered whether or not what he believed was really true. For this reason the business man who summoned up sufficient courage to venture into the public prints did so with many misgivings and with great reluctance. He probably took two-inch one-column space in three or four publications to tell a story that required half a page. If he was a plunger, he contracted for two-inch double-column space three times, and in no event to exceed six times, in six or eight publications, whereas to-day you will find this same man contract-

ing for double-page spreads in all standard publications for six months at a time, and frequently for a year.

Of course, the limited space used by pioneers in publicity work a quarter of a century ago greatly handicapped them in making the proper presentation of their story. The catch-lines were necessarily set in small type, and therefore were ineffectual for the most part in attracting the attention of readers. For the same reason few illustrations were used, and those that were were too small to carry very far or to hit the mark with much impact.

There was not sufficient space to tell a connected story. In the old days no one dreamed of going beneath the surface, and digging up interesting material relative, not only to the design and workmanship of a machine, but also to the invention itself and to the inventor, as well as to the various stages of development, and finally to the effect of the machine upon the advancement of civilization. In other words, we now supply the touch of human interest that was altogether or almost wholly omitted in the early days.

The currents of evolution and development are carrying us forward and upward. We might almost say that we are pulling ourselves up by our own boot-straps. Out of forces that we did not formerly know, we are now building new industries. We are sailing in aeroplanes and dirigible balloons, so to speak. We are riding in faster trains, and wireless telegraphy has brought us into immediate communication with every nook and corner of the inhabitable globe. Our horizon has been enlarged, our vision correspondingly broadened—and for this reason we insist upon having a full and adequate presentment of a story, and wherever possible we like to have the story interestingly illumined.

Instead of platitudes and glittering generalities which convince no one and drive away the better class of trade, the writer of advertising to-day is required to

master the subject before he can begin trying to tell the public about it. If the subject be machines, the advertising man goes to the works where they are made and talks to the man who designed them—then he puts on overalls and goes into the assembling-room, where he sees the machines set up and operated. As soon as he acquires some confidence in his knowledge of the machine he tries to set one up himself, and he usually succeeds with the help of two or three experts and the man who designed the machine. After a time, however, he becomes so familiar with the construction of the machine and the functions of its working parts that he can assemble one without any help.

At this stage of the proceedings the advertising man quits the works and goes into the field where the machines can be seen in operation under actual working conditions. If he is an apt pupil a few days in the field should enable him to fill a good size notebook with particulars relative to the various meritorious features of the machine—some of the data he should work out himself and some he should pick up from the remarks of salesmen and experts who are always in attendance at field demonstrations. By thus coming in contact with the "real thing," and securing the data at first hand, the advertising man is enabled to prepare a story that cannot be otherwise than both interesting and instructive—a story that will hold the attention of anyone at all interested in the subject set forth.

To-day service is the great desideratum. We must not only have the goods, and the goods must not only be up to the standard in every particular, material and workmanship included, but we must have facilities for properly distributing them—in most cases this means promptly if not immediately.

Courteous treatment is also included in any service that may be properly termed service. Service means all a firm should have and do to be entitled to the public's

An Unpaid-For Asset

Economists, politicians, and many keen business men believe that "publicity for great corporations will tend to cure existing evils."

When a manufacturer, corporation or individual advertises, he voluntarily goes into a glass house.

The product—

The process of its manufacture—

The method of sale—

The price—

The trade mark—

The light of the calcium throws their every detail into high relief.

The public, like children, fear the dark. To our people a firm that advertises is constantly in sight, and cannot be an object of suspicion or distrust. The reflex action of advertising always tends to make a product or a firm more worthy of the attention it seeks.

"Good will" should be the chief asset of any corporation—big or small. "Good will" can be acquired entirely as an unpaid-for increment in a business making honest goods when that fact is made public.

The Curtis Group—3,300,000 families—read either *THE LADIES' HOME JOURNAL* or *THE SATURDAY EVENING POST*. By a consistent use of these publications you can create a wonderful good-will asset in every fourth worth-while home in the United States.

The Ladies' Home Journal
Circulation, more than 1,750,000

The Saturday Evening Post
Circulation, more than 1,900,000

patronage, and service is what advertisers are emphasizing and dwelling upon to-day at much length, whereas, in the days of PRINTERS' INK's infancy no such thing as service was known.

The same forces that lifted the United States from a low rank among nations to the very forefront of the world's greatest powers are carrying us forward and upward and to more notable achievements, and in our wake we find many imposing structures and seemingly indispensable appurtenances, but as we move further along and scrutinize them more closely we find them to be merely incidental afterthoughts thrown into form by the mighty onrush of activities set in motion by changed conditions—and it is the irresistible onrush of changing conditions in the commercial world that is metamorphosing the methods and aims in advertising and publicity work.

REGRETS FORCED CIRCULATIONS

By L. C. McChesney,

Advertising Manager, Thomas A. Edison, Inc., Orange, N. J., and President Association of National Advertising Managers.

Twenty-four years have taken advertising out of the doubtful business classification and made it a profession of dignity, with a code of ethics as clearly defined as that of the physician or the lawyer. Twenty-four years ago men engaged in advertising were regarded by the public as a species of confidence men, and most advertising men agreed with the public. To-day no one questions the standing of advertising as a business or profession, whichever way it may be classified. The public has given it a recognition that is unquestioned and men are proud, not ashamed, of their connection with it. Twenty-four years ago sales forces had only sneers for advertising as a factor in business-getting. To-day they admit it to be a factor as great as their own, if not greater.

Advertising, in twenty-four years, has made tremendous prog-

ress toward honest standards. Then advertising men unblushingly declared that they were not keepers of their brothers. To-day the best of them admit their responsibility to those who read their copy or their publications, and they are working hard to induce all other advertising men to get the same view-point. The spirit of organization and getting together along progressive lines is strong evidence of this changed condition. Twenty-four years ago advertising men were quite as afraid of each other as they were that the public would ostracize them because of the character of their business. To-day thousands of men are eagerly working together for the advancement and uplift of advertising as a whole.

A third important difference between the days of twenty-four years ago and to-day is the methods employed by publications to get larger circulations. Twenty-four years ago ninety-five per cent of the patrons of a paper or magazine were such because, of their own volition, they wanted to be. They sought the publication. They did not have it literally crammed down their throats as is so largely the practice to-day. Twenty-four years ago, if an advertiser could ascertain the exact circulation of a publication, he knew that it represented that number of interested readers—the circulation was ninety-five per cent "pure." To-day he can learn more accurately about the quantity of circulation, but he knows little about its percentage of purity. He knows that from twenty-five per cent to seventy-five per cent of it has been gained by a forcing process that gets quantity, but of its quality he knows little. He does know that the percentage of interested readers decreases as the quantity increases. The forced circulation of to-day is really a reversal to the doubtful ethics of twenty-four years ago. Present-day circulations stand in the same position as did much of the advertising of 1888. "Let the buyer beware" applies just as much to the artificial circulation of to-day as it did to a great part of the ad-

How Would You Like a Customer to Thank You for Advertising?

Here is what a subscriber to *Orange Judd Farmer* said to one of our advertisers—making a special trip to the city where the advertiser was located to tell him:

"I want to *thank* you for advertising in *Orange Judd Farmer* and to tell you how much better satisfied I am and how much more money I have saved—and made—since dealing with you than when I used to deal with Mr. —, whom I had known all my life, but who never advertised. He says he cannot afford to. Yet, although you must spend a lot of money for advertising, you can afford to make me *better* prices than he can."

We mention this conversation (advertiser's name given on request) to show the *personal* note in the *spirit* of merchandising which actuates the farmer and to show the confidence he has in goods that are advertised in his favorite farm paper.

It is with just such confidence that 125,000 wide-awake, efficient farmers and their families read that leading farm weekly of the Central West



CHICAGO, ILLINOIS

125,000 Circulation Guaranteed

It is the Central Western edition of the four *Orange Judd Weeklies*. Circulation most dense in Illinois, Wisconsin, Michigan, Indiana, Iowa, Nebraska, Kansas, Missouri—the wealthiest and most prosperous section.

Our readers subscribe to *Orange Judd Farmer* because of its *value* to them in their business of farming. They have the same confidence in its advertising columns as in its reading columns, because of our guarantee that all our advertisers are reliable.

Orange Judd Farmer carries the announcements of the most successful general, as well as agricultural advertisers.

. . Address nearest office for sample copies and advertising rates . .

ORANGE JUDD COMPANY

Western Offices:

1209 Peoples Gas Bldg. Chicago, Ill. 601 Oneida Bldg. Minneapolis, Minn.

Headquarters:

315 Fourth Ave. New York

Eastern Office:

1-57 W. Worthington St. Springfield, Mass.

Good Housekeeping
Magazine

"Results"

HOUSEHOLD ARTICLE.—"Through the coöperation of Good Housekeeping Magazine with dealers, I have had better results for the money expended with it than through any other magazine I have used," writes the maker of a new floor dresser and improved mop.

PERFUME.—"Though we have worked on our distribution for over two years, our advertising in your medium has directly opened some very good dealer accounts, a very large number of high class inquiries, and a good quantity of direct orders."

BABY CLOTHES WASHER.—"We got better results from Good Housekeeping Magazine than all the other magazines used combined, and to some of them we paid a great deal higher rates than to you."

IMPORTED DELICACIES.—"Good Housekeeping Magazine has from the start been a consistent puller, and the quality of the replies, as well as the quantity, is equalled by no other publication on our list. We are well pleased with the results of your coöperative dealer work."

WILLOW FURNITURE.—Cost per inquiry from Good Housekeeping, 9 cents; next best results, from another high grade magazine, 34 cents.

EARTHENWARE.—Total inquiries from two and a quarter pages Good Housekeeping, 2,017; proportion turned into orders very large.

COOKING UTENSILS.—Nine full-page insertions averaged 400 inquiries each; a two-page spread then produced 1,093 inquiries.

PATENTED GARMENT.—Four insertions produced progressively greater numbers of inquiries; total, 1168, averaging 33 each.

LIGHTING FIXTURES.—"We find that Good Housekeeping Magazine has averaged the lowest in cost per inquiry and brought in the most business to us thus far of the class magazines we have been using."

TEXTILES.—Following are some of the advertisers now using Good Housekeeping space: Arlington Mills, Skinner's Satin, Flax Wm. Anderson Zephyrs, Porosknit, C/B Corsets, Gore Hosiery, Baldwin, Pequot, Whittall Rugs, Berkeley, O'Hosiery, Stork Sheetings, Belding's Silks. They have been with us a long time. Why?

Good Housekeeping
Magazine

"Causes"

Harvey W. Wiley is Contributing Editor of the Magazine, Director of its Bureau of Foods, Health Sanitation at Washington; his writings appear in no other publication. His reports will be the basis of legislation in many States.

DR. WILEY

Fashion Department, among whose contributors is Lady Duff-Gordon ("Lucile"), is authoritative, moderate, not extreme. It is a brilliant success.

FASHIONS

The Guarantee, absolute, unconditional, of all advertisements; the Institute, giving unbiased, unpaid reports on utensils and appliances; the very popular "discoveries"; the department of Interior Decorations in charge of Elsie De Wolfe; the Handicraft Department; the recipes—make the magazine indispensable to the progressive American wife and mother.

GUARANTEE

DEPARTMENTS

The cooperation of retail merchants over the country in pushing goods advertised in the magazine is constantly being extended and facilitated by a resourceful Dealers' Service Department.

DEALER COÖPERATION

The relations thus established have proved very profitable to both parties.

Select circulation in residential centers; we have in Newport, R. I., in proportion to the population

CIRCULATION

times as many subscribers (522) as in Pawtucket (191); the example holds good throughout the country. The subscription list grows easily and steadily, and since the accessions of Dr. Wiley bids fair to pass the limit desired.

Good Housekeeping Magazine

NEW YORK

BOSTON

WASHINGTON

CHICAGO

The Largest Class Publication in Any Field

Present rate: \$2 per line

vertising of twenty-four years ago. The science of getting people to take publications they don't want, don't need and don't read has developed a condition that may be likened to the sunflower in the rankness of its growth and the fragrance of its flower.

ADVERTISING HAS BEEN "SOLD" TO THE PUBLIC

By George A. Weinman,
Adv. Mgr., Lord & Taylor, New York.

I believe the three great factors in giving such prominence to the advertising to-day are as follows:

The first reason is the tremendously increased circulation of the various publications. When a publication reaches an audience of from three hundred thousand to two million readers the value of an appeal to such a vast mass of people is apparent.

The advertisers realize that the best way to receive an adequate return for their efforts is through this large circulation.

The reading public is much more intelligent; it has been well educated. The literature furnished by the publications has appealed to them, and this increased effort on the part of the publishers has made it easy for all classes to supply themselves with desirable reading matter.

The second reason is the cleaning up of advertising columns. The public has responded very liberally to the advertising appeals and has found in most cases that the statements made are absolutely true and that the articles advertised are meritorious and satisfactory.

The very strict censorship that is maintained over the advertising columns to-day shows that a deep interest is taken and that the publishers, as well as the advertisers, realize they cannot afford to be dishonest or trifle with the public. Their entire success depends upon the confidence which they can inspire.

The third reason is that the advertisers who use the publications so liberally are beginning to real-

ize that advertising is an investment and *not* an expense.

Twenty-four years ago, while there were some very liberal and progressive advertisers, the general consensus of opinion rated them as foolhardy. They were the pioneers of advertising in those days. The publishers took very little interest relatively in the advertising. Most of the publications gave more attention to the literary side of the efforts and not so much to the advertising. To sum up, the status of advertising has been elevated very noticeably; has long been removed from the experimental stage and is considered as a necessary adjunct to all business.

INCREASE IN EDUCATIONAL VALUE

By George S. Parker,
Of the Parker Pen Co., Janesville, Wis.

As I view the changes that have been made in advertising in the past twenty-five years, it seems to me that one of the most notable changes is from the fact that in the earlier days, advertisers, if anything, like the circus people of to-day, overestimated the good qualities of their wares. Apparently they took the view that the public would discredit about three-fourths of the statements; therefore it seems to the writer that the claims in the advertisements were purposely overdrawn to make up for this view the public might have concerning them.

Advertisers with but few exceptions at the present time, in order to be successful, must give the public a good reason why they should prefer the particular brand that is advertised. The simple statement that so and so is the best in the world no longer goes. The public is a critical buyer and to get its money, you have got to impress it with the facts that your statements are one hundred per cent correct.

One very noticeable difference in the present day advertising compared with that of years ago is the really educational value of the copy that is put out. In the

Just to the South of the Writer of this Ad-

a tremendous building is going up intended to house the municipal offices of Greater New York.

Just below, to the left, subway construction work is pushed day and night.

To the north-east, the Pennsylvania R. R. is changing the face of Long Island—more construction work.

All over the country similar scenes are being enacted. New and better roads are being laid, dams are being constructed, bridges are being erected.

Back of all this ceaseless hum of civil engineering construction work are the engineers who plan and the contractors who carry out.

For these men a weekly paper is published.

Engineering News

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 25,000.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 29,000

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 8,000.

For 38 years it has been *their* publication—recognized almost universally as *the* paper of the engineering and contracting field.

If you make or sell machinery, instruments, equipment or material used in this tremendous field of endeavor—

Your ad "belongs" in Engineering News as certainly as your product belongs in the industry.

The Make-It-Pay Department

will handle your account without cost beyond the price of space.

Details?

Hill Publishing Co.

505 Pearl Street

New York City

early days, very little practical knowledge could be gained from an advertisement, but the advertisement was more of the publicity brand. Now practically any well advertised article has a description of either its contents or of its manufacture in such a way that the reader can form his own conclusions as to whether or not it is satisfactory.

In my judgment, buyers of to-day are much more discriminating, but the manufacturer who has an article to sell and keeps the quality up can feel like congratulating himself on living in an era when he is enabled to supply the public with just such an article as it demands. In my judgment, the nearer the advertisement comes to giving instructive information concerning the product, the nearer it comes to being one hundred per cent advertising. If there is an article that will not stand up under the test, then the manufacturer had better back out of the game as quickly as he can before he is bankrupt.

INCREASE IN PUBLIC CONFIDENCE

By E. S. Jordan,

Of the Thomas B. Jeffery Co., Kenosha, Wis.

The three chief points of difference between advertising appearing to-day and that appearing twenty-five years ago are in my opinion these:

Advertising then was done chiefly to familiarize people with a trade-mark, a phrase, or the particular quality of the goods advertised.

To-day successful advertising presents a series of illustrated open letters to the public, representing an organized campaign of publicity working simultaneously with the effort of the salesmen who are saying exactly the same things the advertisement says, at the same time. This change is chiefly in the application of advertising to selling.

Second: Twenty-five years ago advertising was more the result

of a successful business than the cause of its success.

To-day a new business must to a great extent depend upon advertising for its success. This change has to do with the application of advertising to the creation of a market rather than to the mere publicity effect that the early advertising had in sustaining the reputation of an article after once being established.

Third: The most important change in advertising in the past twenty-five years has been that brought about by the publications which have refused to accept advertising that is not truthful. This provides the advertiser with a fair assurance of public confidence in whatever he may say provided he does not violate the restrictions of the publication in which he advertises.

A COMPLETE REVERSAL

By Frank Finney,

Of Street & Finney, New York.

Twenty-four years ago advertisers were trying frantically to make the worst goods they dared sell at exorbitant prices.

To-day they are insane on the subject of making "the best goods they know how," and selling them at the lowest price they dare to.

Twenty-four years ago advertisers were breaking their backs to see how many lies they could write in their ads and how much they could fool the public.

To-day they are straining themselves to the grunting point trying to tell the truth.

Twenty-four years ago advertising was a game of fake.

To-day it is a legitimate business.

Twenty-four years ago anybody could do advertising.

To-day it is mostly done by experts.

Twenty-four years ago there was no confidence in anybody's rates.

To-day there is pretty fair confidence in everybody's rates.

Twenty-four years ago, outside of patent medicine publicity, advertising was a kind of public

entertainment, designed rather to entertain than to sell.

To-day it is a serious thing which actually sells things.

Twenty-four years ago advertising was a big gamble.

To-day an advertising campaign in the right hands is no more of a gamble than any legitimate, big venture.

Twenty-four years ago there was a man in charge of the advertising in each business— as kind of advertising manager.

To-day advertising is coming to be recognized as part of the sales force, and is under the management of the sales manager as one of his selling tools.

Twenty-four years ago advertisements looked like works of mud.

To-day they look like works of artistic hands.

Twenty-four years ago the public took little or no interest in reading advertisements except for half-sick people who read patent medicine ads.

To-day the public's interest in

reading ads is intense. People to-day actually take more interest in reading the big news ads in magazines than in reading the text pages.

ADVERTISING HAS BECOME LINKED WITH MER- CHANDISING

By R. P. Spencer,

*Adv. Mgr., Geuder, Paeschke & Frey
Co., Milwaukee.*

While there were a good many reputable advertisers years ago whose advertisements were read and believed, a great many mediums were dominated by a class of advertising which was so palpably untrue and full of misrepresentations that it is a wonder that the public has outgrown its distrust for advertising.

When you think of the numerous firms that have been built up on patent medicine proposition, fake investment schemes, fake mail-order schemes through advertising, and then think of the strict rules of all first-class ad-

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

vertising mediums of to-day, the difference is amazing. The difference between honest goods and honest advertising of to-day as against the dishonest goods and dishonest advertising of the past is, in my mind, very marked indeed.

Advertising of former years was not systematically planned and systematically placed as it is to-day. In former years much of the advertising was simply a desire to advertise without any particularly well-founded reason for the advertising or any well-defined object in view, except to get the name before the public.

In former years merchandising and advertising did not go hand in hand as they do now. In fact, nowadays an advertising plan which is not firmly interwoven with a merchandising plan isn't worth the paper it is written on.

Third, in former years there wasn't much thought given to the concentration of advertising, the use of certain kinds of advertising to produce results by the influencing or strengthening of a campaign in different spots which showed a weakness.

The advertising was not concentrated on producing some particular result or results, while nowadays one campaign may have for its goal the securing of results in general, which can only be obtained by concentrating certain kinds of advertising upon certain territories.

A whole book could be written upon the three points which I have brought out, but I have given you my opinion as briefly as possible.

STIFFNESS AND FORMALITY HAVE DISAPPEARED

By E. L. Shuey,

Adv. Mgr., Lowe Bros. Co. (Paints)
Dayton, Ohio.

Looking back over the years, I recall naturally the increased quantity of the advertising. Not only the larger number of advertisers, but the increased size of the individual advertisement emphasizes this idea of quantity. Whether there is not an over-

production of advertising as well as of some tangible manufactured articles is a question which might be debated, but could not be settled. Judging by the objection of many loyal periodical readers, there seems to be a surfeit at the present time, and yet we will undoubtedly all continue our advertising.

The change in character from simple published forms to definite educational copy is even more noticeable. "Keeping the name before the public," which was the leading idea years ago, is now limited almost exclusively to trade papers. Education in the value of quality is perhaps the most noticeable change to-day.

The advertiser as well as the advertising agent believes that he has something that others ought to know, not for his sake alone, but for others. Facts about things people want or ought to want are to-day the foundation of good advertising.

METHODS HAVE BECOME STANDARDIZED

By J. B. Comstock,

Mgr. Publicity B. & F. Corbin, New Britain, Conn.

You ask for three chief points of difference between advertising at this time and in the past. To me, the most important change has been the development of a system or code under which advertising is done, and the possibility of carrying along the work in accordance with methods which are in some degree standard, not only as to the production of matter, but as to the compilation of data regarding circulation, rates and the other features which enter into the advertising manager's calculations.

The second significant change seems to me to be the awakening of an advertising conscience which bids fair to clean the columns of periodicals of fraudulent and objectionable matter.

The third is the willingness which publishers are showing to give information regarding their mediums.

There may be others which

Over \$3,000,000 is the Weekly Payroll of PHILADELPHIA

And the most of it goes to maintain about 346,000 of the individual homes for which the City is noted. Fully 85% of these homes are one-family buildings and more than one-half of them are owned by the occupants. In the number of individual homes steadiness of employment in Philadelphia is far ahead of New York, Boston, Chicago. Philadelphia is the city of homes—**prosperous, thrifty** homes.

The Philadelphia Bulletin

will carry your business message into a larger proportion of these homes than any other single medium that is available. Its net paid average circulation for May was:

286,744 Copies
a day

"The Bulletin's" circulation figures are net—all damaged, unsold, free and returned copies have been omitted.

"In Philadelphia Nearly Everybody Reads the Bulletin."

WILLIAM L. McLEAN, Publisher.

CITY HALL SQUARE, PHILADELPHIA.

CHICAGO OFFICE—

J. E. Verree,
Steger Building.

NEW YORK OFFICE—

Dan. A. Carroll,
Tribune Building.

Announcement

Beginning July 15th The Curtis Publishing Company will direct the advertising for The Home Pattern Company's unique publications.

The Quarterly Style Book and The Monthly Style Book

Hereafter all matters relating to advertising in these publications should be taken up with our advertising department.

As a result of our acquirement of control of The Home Pattern Company, many rumors of radical changes are afloat. The conservative policy which has led to the successful development of the Ladies' Home Journal and the Saturday Evening Post will apply here.

The Quarterly Style Book (the original and price-imitated) will continue its former success with little immediate alteration.

The Monthly Style Book will retain its much envied zone system for sectional advertising. It will be enlarged by the addition of a special French cut pattern department. Improvements in typographical dress will follow.

This will enable us to offer to pattern users, pattern merchants and advertisers a better service than ever.

Hereafter the advertising headquarters of the Home Pattern Publications will be on the eighteenth floor, Metropolitan Tower, New York City.

THE CURTIS PUBLISHING CO.
PHILADELPHIA

BOSTON

NEW YORK

CHICAGO

more greatly affect advertising in general, but none which seem of more importance to me in my work.

HIGHER STANDARD IN SELECTION OF IDEAS

By F. R. Davis,

Adv. Dept., General Electric Company,
Schenectady.

Twenty-four years is too long for one look, as the vision becomes blurred in less than half that range. Broadly, my memory associates developments in advertising with developments in general.

All channels of communication and distribution have changed, including advertising. Railroads, highways, waterways and air mains have been developed and multiplied and are equipped with conveyances more efficiently and serve the users more effectively than a dozen or two years ago. Rural mail routes, free delivery service, telegraph and telephone co-operation and wireless facilities all have advanced at the command of the alert capitalist and receptive consumer to speed up the interchange of ideas socially and commercially. Advertising being merely the interchange or distribution of ideas, has benefited by improved facilities in the distribution of printed matter and in the collection of data preceding the printing; but greatest of all, it has benefited by the higher quality of material that is required to satisfy the recipient.

Better transportation facilities have led to improvements in conveyances—more luxurious and convenient railway cars and equipment. Better facilities for collecting ideas has led to a higher standard by which they are selected and a correspondingly higher standard of form of presentation in the shape of better printed periodicals.

Advertising linked with this grand scheme of distribution of ideas has been raised to a plane where it is becoming recognized as a fit companion to the higher

quality of its surroundings. It is becoming more believable and safer to handle because of the greater investment involved in increased distribution and the higher speed at which the public is assimilating ideas and applying them to its needs. It does not pay to ship a poor idea to-day; neither did it pay twenty years ago. But then there were fewer modes of transportation and fewer destinations. Things moved more slowly and accidents were less costly. To-day the shoddy advertisement has little chance and the advertiser risks business ruin when he attempts to deliver through the modern channels of thought distribution.

THE ADVERTISER HAS BE- COME HIS OWN MASTER

By Frank J. Fahey,

Treasurer Gillette Safety Razor Co.

Advertising, in keeping with improvements in general business methods, has taken some wonderful strides during the last twenty-four years, and particularly in the past ten.

Prior to that time, manufacturers and dealers were mostly content to accept the buying situation as they found it. The up-to-date manufacturers and merchants these days, however, realize one thing which is necessary to their success. Permanent success can be assured if you will first make a good article that is wanted by the people, then go to the great American public and tell them about it.

That, above all, has been the reason for our success and we believe it will follow in any line of trade or manufacture.

Moreover, one must keep improving the quality of his article wherever possible and keep telling the public about it.

The general high grade of the good advertising mediums to-day is such that they carry your story to the buyer with that confidence which sooner or later makes him a purchaser.

MEDIUMS STUDYING ADVERTISERS' PROBLEMS

By Truman A. De Weese,
Director Publicity, The Shredded Wheat Company.

I would summarize the more notable changes in advertising during the past twenty-four years as follows:

First, Educational advertising instead of mere "publicity."

Second, A closer relation between advertising and the sales organization.

Third, Selling advertising on a fixed basis, the same as any other commodity, instead of treating it as a mere "by-product" to be disposed of at any old price the advertiser is willing to pay.

Fourth, Better typography and better illustrations. Successful advertisers do not use fancy, freakish letters or impossible pictures. Greater terseness and lucidity of style in "copy" is naturally accompanied by strong, clean-cut type that is easily and quickly read by all sorts of people.

Fifth, Advertising is now regarded by advertisers as an investment instead of an "expense"—to be provided for the same as the cost of raw material or the cost of distribution.

The "copy" that was used in advertising twenty-four years ago would strike the advertiser of today as ludicrous in style and impotent as to pulling power. The most noticeable change of course is in newspaper advertising, for newspapers are live wires of progress and come daily under the public eye. I occasionally look over the papers in Illinois and Indiana with which I was connected twenty years ago and I find that the improvement in quality and quantity of advertising carried is phenomenal. Twenty years ago these papers would send the office boy or city reporter out "to get advertising." It was a hold-up proposition. Now these same papers have advertising managers who study the needs of each individual advertiser and co-operate with him in putting salesmanship into advertising.

BREAD

The best publications are the advertiser's staple necessities.

The best publications are as bread in the advertiser's campaign diet.

Some try all kinds of pastry publications but there's nothing there but taste—they do not nourish, and the experimenter is sure to make an unprofitable discovery.

The bread publications do the work, have always done it and will do it.

McClure's has been a bread publication for 20 years.

Its growth has been steady and sound.

McCLURE'S MAGAZINE

E. F. CLYMER
Manager, Advertising
Department.
McClure Bldg., New York

This is the result of education in advertising — an education that has brought about a closer relationship between advertising and salesmanship—and this in turn has drawn into the business some of the best brains of the country.

The factors in the great merchandising successes of the future will be the man who creates the demand for the goods (the advertising director) and the man who keeps the channels of distribution open and the machinery of salesmanship working smoothly (the sales manager) so that the benefits of the advertising may be fully realized.

MORE LINKING OF ADS AND SALES

By Lewis E. Kingman.

Adv. Mgr., Florence Mfg. Co., (Prophy-lactic Tooth Brush).

One great point of difference between the advertising of years ago and the advertising of today, is that there is more linking up the advertising with the sales efforts than there ever was before, and this is as it should be.

It is fully as important, if not more so, for every link in the chain of distribution to be in working order than it is to say, "We will spend \$100,000."

Advertising today is on a more stable basis than ever before. It is on a higher plane. It is more honest.

To me, the greatest thing to the credit of advertising in all these years is the bringing about of an absolute protection to the consumer and dealer in every line of business of satisfaction assured or your money back. Instead of "Let the buyer beware," we now say "What else can we do to make our customer abundantly satisfied?"

FARMERS GETTING MORE

Farmers of this country were being paid more by 17.5 per cent for their products on July 10 this year than they received last year at this time, according to the Bureau of Statistics, Department of Agriculture.

CREATING A DEMAND FOR A NEW TYPE OF ARTICLE

WHY THE VACUUM CLEANER IS NOT SO PROMINENT IN THE ADVERTISING COLUMNS AS IT ONCE WAS — DIFFICULTIES OF GETTING A NEW INDUSTRY FAIRLY ON ITS FEET—HOW RIVAL MANUFACTURERS CUT THE GROUND OUT FROM UNDER EACH OTHER

By Roy B. Simpson,

Adv. Mgr. Roberts, Johnson & Rand Shoe Co.

[EDITORIAL NOTE:—Any business man who is willing to take the time to think and analyze can get a valuable lesson out of the vicissitudes which have beset the vacuum cleaner industry. To establish on a sound financial basis a class of goods for which no previous demand has existed requires the most delicate manipulation, an extra-conservative merchandising policy and a very liberal margin of profit. The typewriter, the piano-player, the talking machine all had hard sledding at the start. Why? Because out of every dollar spent in promotion ninety cents must go towards creating a demand for that general type of article and only twenty cents are left to bring the demand home to your particular factory. If you start as a manufacturer of clothing or canned goods, your problem is simply that of capturing a part of the floating demand. You do not have to argue that it is a good thing to be clothed or to eat food. People are bound to buy hosiery and crackers,—it is simply a question of which brand they will buy.

But let a new idea like a vacuum cleaner be launched, and a lot of men dash into it as they would into a bonanza gold field. Instead of nuggets lying around on the surface, killing work is necessary to unearth them. In their efforts to try to make the thing go, the different manufacturers vie with each other in cutting prices, not even knowing that they are getting far beyond the danger line. Advertising is resorted to as though it were a

LOGAN CLUB FORMS PROVISIONAL BODY

William H. Patterson of 12th A.
D. is Chosen as Chair-
man.

JOHN PULLMAN IS TREASURER.

Time
ing

BROOKLYN SAENGERBUND'S SUCCESSFUL MASQUERADE

Local Singers of German Song
Make Merry in Their
Own Hall.

PRINCE AND PRINCESS LEAD.

Castle of

FIVE THOUSAND DANCE AT 13TH REGIMENT BALL

Non-Commissioned Officers As-
sociation Holds Thirty-first
Annual Event.

PRECEDED BY BAND CONCERT.

Regiment
Decorated

IMMANUEL CHURCH VOTES FOR UNION, 33 TO 10

John Fraser Insists Amalgama-
tion with Bethesda Will Kill
Decatur Street Church.

STRONG RESOLUTIONS PASSED

Mr. Hassell Declares Two Churches
So Close Together Are a
Stumblingblock.

Reportorial meth-
od and system are
the keystones to a
newspaper's hold
upon home read-
ers.

Measured by this stand-
ard, Brooklyn's leading
newspapers are recognized
as models. Many a bright
newspaper publisher or city
editor throughout this coun-
try studies Brooklyn papers
to "get points."

Brooklyn papers must
succeed primarily with the
home appeal or they are not
able to hold their own with
the Manhattan papers. And
the fact that Brooklyn's
leading newspapers are big
and powerful personalities
and noted advertising result-
bringers, demonstrates, by
these standards of tests,
that they have succeeded
magnificently.

Look at the kind of news
given full display heads in
the accompanying reproduc-
tions—realize how the so-
cial, religious and home in-
terests which are featured
cannot help but make these
Brooklyn papers indispensa-
ble to Brooklyn homes. The
unusually large and specially
trained reportorial and cor-
respondence staffs and sys-
tems of the leading Brook-
lyn newspapers are marvels
of journalistic efficiency.

Your goods have maximum
chance of getting sold
through advertising in such
newspapers.

Brooklyn Daily Eagle

Brooklyn Standard Union
Brooklyn Freie Presse

Brooklyn Daily Times
Brooklyn Citizen

miracle-worker. It is asked to accomplish the impossible and blamed when it fails to overcome unsound merchandising policies. If the article itself possesses sufficient merit and vitality, the industry will eventually right itself when the rainbow-chasers have been eliminated.

Mr. Simpson was advertising manager of a concern making a vacuum cleaner during the "boom" days. He gives an inside view of what may be expected when men rush into a brand new industry without having counted the cost and then try to save themselves by doing business on an impossible price basis coupled with extravagant claims. For obvious reasons, the names given in the following article are fictitious but only the names.]

Three years ago the portable vacuum cleaner business looked so promising that it bid fair to eclipse all other specialties used in home and office. Any mechanical device bearing the name vacuum cleaner was easy to sell. A joint of stove-pipe, with a cleaning nozzle on one end and a plunger handle in the other end, brought ten dollars. It was a cinch to finance any vacuum cleaner scheme, but there have been so many lamentable failures that the investor now takes an extra grip on his pocket-book when vacuum cleaners are mentioned.

That this business has had a fearful set-back, no well informed man will deny. This condition is due to patent litigation, misrepresentation and unfair competition. Several large and highly prosperous concerns have passed through a period of storm and only time and careful management can repair the damage.

The portable vacuum cleaner is here to stay—there is no doubt about that. It is a necessity, it makes the home sweeter and cleaner. It eliminates disease dangers and helps people to live longer. Nothing can kill it, but why is it that you do not see the vacuum cleaner advertised to the same extent as three years ago?

Let's see how this industry was created and what made it sick.

About five years ago there arose a need for a small portable machine at a reasonable price. The intelligent housewife had had a taste of vacuum cleaning by the large wagon machines, but because of the excessive cost of the service, only the rich could enjoy it.

The Peerless was the first portable machine in the field. It was a large, cumbersome affair, operated by a fan. The price of this device ranged from \$265 upwards. The advertising was strong and the sales plan fundamentally sound. This machine was offered as a labor-saving device. It was sold chiefly to people of wealth.

A year later the Nonpareil was developed and placed on the market at a price of twenty dollars for the hand-operated machine and sixty dollars for electrical equipment. Within a year agents had been appointed in nearly a thousand towns and cities.

BEGINNING TO DUPLICATE

The third portable machine of note was the Hygienic. This machine sold for \$125, with a complete equipment of tools. It is of the highest efficiency possible in a portable cleaner and is sold under an unlimited guaranty.

Shortly after the appearance of the Hygienic appeared the Little Wonder, almost the exact duplicate of the Hygienic. The Little Wonder is made in several sizes, at sixty-five to one hundred and thirty-five dollars.

The fifth notable success was the Home Helper Suction Sweeper. This is a small machine, weighing about ten pounds and employing a rapidly revolving fan as its cleaning agent.

There were numerous other devices at prices ranging from five dollars upwards, but all of them, save one, were short-lived. The one exception, the Domestic, was sold at eight dollars and fifty cents.

Here we have five concerns, which in a short time obtained a tremendous distribution. Their

profits were large and during 1910 it is estimated that they spent close to a million dollars for advertising in the popular weekly publications, standard magazines and other media, but much of this advertising has disappeared.

As one who was in the thick of the fight, I can frankly discuss the reasons why these great advertising propositions were killed. I have no hesitation in giving the reasons, believing that the several promoters now admit their errors. These were errors of judgment in placing too much confidence in the claims of over-enthusiastic inventors. As a rule these several concerns mentioned are headed by men of high character and integrity.

GIVING COMPETITORS A TIP

The Nonpareil cleaner probably had a larger sale during the first three years than any of the five we have named and the business would be alive and prosperous to-day but for the grievous error in publishing the names and addresses of all of its agents in double-page spreads. Within twenty-four hours after the appearance of this large advertisement competitors were assailing the sales organization, with a view to breaking it up. They succeeded. Within a few months this concern went out of existence.

The Hygienic is a high-grade machine. Theoretically and practically, it meets all requirements of cleaning in the home. The Hygienic people fought its competitors fairly and met the fierce patent litigation honorably. The first advertisement played up the hygienic idea very strongly. This was a new thought and it met with a response so great that it brought a large volume of immediate-use orders, and guaranteed contracts aggregating over a half million dollars.

Competitors who had been featuring the vacuum cleaner as a labor-saving device, immediately recognized the value of the sanitary argument. They endeavored to beat the Hygienic advertising by making claims just a little bit

Intelligence

Intelligent
women read The
Woman's Home
Companion
because The
Woman's Home
Companion
presupposes
intelligence and
caters to it.

stronger, but this did not increase sales to any great extent, although it diverted the attention from the Hygienic campaign.

The Home Helper Suction Sweeper, which serves its purpose admirably as an electric carpet sweeper, was advertised to be lighter than an ordinary carpet sweeper, but as a matter of fact, it was several pounds heavier than the Bissell carpet sweeper. The Home Helper was also advertised "to do all that any vacuum cleaner would do, and more." This overrated the efficiency of the machine, as was proved by practical comparative tests. Many of the prominent magazines carried the Home Helper copy. Other advertisers protested against the unfair claims in the copy, but the publishers refused to eliminate them.

Very often a single issue of the popular publications carried the copy of six to ten cleaners, ranging in price from six dollars to \$125. All of them are represented to be the "best in the world" and some claimed to be "better than the best." The Hygienic and the Little Wonder, both of which are vacuum cleaners of high efficiency, were in competition with suction sweeper and the toy hand-power machines.

DECEPTIVE ADVERTISING CLAIMS

The vacuum cleaner and the suction sweeper are two different propositions. The former is for thorough cleaning and the latter is for surface sweeping. But the public had not learned to discriminate between the two and any mechanical cleaning device was accepted as a "vacuum cleaner." The business suffered because of the comparative statements in the advertising.

The prospective buyer was not interested in a Hygienic at \$125, after reading the Home Helper offer—to put a better machine in their homes for one dollar down and three dollars per month, until the full installment price of seventy-three dollars had been paid. To the general public this proposition seemed reasonable. Why pay \$125 for a cleaner when

you can get one for sixty-five dollars cash or seventy-three dollars on installments, that "weighs less than a carpet sweeper and will do all and more than any other vacuum cleaner can do?"

A vast number of people who bought the Home Helper and cheaper machines were not satisfied. They based their opinion of the whole vacuum cleaner subject on the results obtained with electric sweepers and cheap hand-power machines.

The Home Helper suffered in turn by the advertising of the Domestic vacuum cleaner, at eight dollars and fifty cents, and others in the same class. The Domestic machine was a hand-power apparatus of little or no real cleaning efficiency. Tens of thousands of them were sold and they would still be on the market but for the fact that Uncle Sam decided it was wrong to use the mails to sell a "vacuum cleaner without a vacuum." Its promoters were convicted for using the mails to defraud.

Another factor in retarding the progress of this great industry was the strenuous efforts of the Little Wonder and Home Helper people to beat each other on the installment proposition. The Little Wonder concern was struck with the attractiveness of the Home Helper offer, and to divert the attention of the people away from the Home Helper, the public was urged to buy a Little Wonder machine for a small cash payment and let the rentals of it pay the balance.

THE "RENTAL" SNARE

A large installment business was the natural result and there was nothing to prevent any purchaser from renting his machine every day. An initial payment of three dollars secured a cleaner. The purchaser would rent it to his friends and relatives for two dollars or more per day. Thus, in a month, the machine would probably be used 260 hours, while in the average family, where the machine was owned outright, it would be used about two hours per week. Therefore, a cleaner

¶ The Breeder's Gazette, Chicago, is invariably spoken of by good authorities as one of the first agricultural newspapers of the world.

¶ It has for years been a factor of importance in promoting the cause of scientific agriculture.

¶ Its work meets with the cordial approbation of those who are in a position to judge of the efficiency of its labors in behalf of better farming.

¶ It is an important and useful channel of communication between the farmers and stock breeders of the United States, and as a medium of communication between manufacturers and country consumers it has proved to be a great creator of business.

¶ Going as it does by invitation into the homes of more than 80,000 of the best farmers of the cornbelt, an advertisement in its columns should promote and strengthen any legitimate business enterprise.

¶ The Breeder's Gazette presents weekly more clean and acceptable business announcements than any other paper of its class.

¶ Please permit us to send you a recent issue for inspection. For any further particulars address



The Breeder's Gazette

542 South Dearborn Street
Chicago, Illinois, or

WALLACE C. RICHARDSON, Inc.
41 Park Row New York, N. Y.

GEO. W. HERBERT
First National Bank Building Chicago, Illinois

Member of Standard Farm Paper Association

FIRST IN TEXAS

Average gross circulation for the first six months of the calendar year 1912.

30901 Daily
35674 Sunday

Sworn to and verified by the A. A. A. in May 1912. *The largest verified circulation in Texas.*

Total paid advertising in the same period,

3,739,330 LINES

an increase over the corresponding period of 1911 of

418,838 AGATE LINES

The largest volume of any evening paper and the largest gain of any paper, morning or evening in the Southwest.

The Houston Chronicle

M. E. FOSTER, President
W. L. HALSTEAD, Business Manager
R. H. CORNELL, Local Adv. Mgr.
J. E. McCOMB, JR., Foreign Adv. Mgr.

LA COSTE & MAXWELL,
Monolith Building, New York
JOHN M. BRANHAM CO.,
Mallers Building, Chicago

bought on the installment plan would get 130 weeks' family use during the first month.

Suppose the purchaser defaulted his first payment and allowed the machine to go back. Many, no doubt, were unscrupulous enough to do this, after having rented it twenty-six days at two dollars per day.

This plan of selling put a crimp in the Home Helper sales plan and it soon became known that anybody could get a vacuum cleaner for a whole month for one dollar for the Home Helper and three dollars for the Little Wonder. Under such conditions who but the real honorable folks would pay sixty-five dollars, seventy-five dollars or one hundred and twenty-five dollars spot cash for a vacuum cleaner?

During the first year or so there was a large sale of vacuum cleaners direct to the user by mail. The general public had confidence in the advertising. But after the circus performance through which the business passed, vacuum cleaner advertising was looked upon with suspicion. The publishers are as much to blame as the manufacturers, because nearly all the publishers refused to make a comparative test of the various cleaning devices advertised in their columns. Had they done so, as they were urged to do, business honesty would have compelled them to eliminate all copy containing comparative statements of whatsoever nature.

No doubt there are as many vacuum cleaners sold to-day as there were a few years ago, but the volume of business should be much larger. After a little while the general public will forget its experience in buying on advertised claims and the vacuum cleaner will again be a splendid advertising proposition, but for the present vacuum cleaners must be sold on their merits—for what they are. Machines of the Home Helper type should be sold as electric carpet sweepers and not as vacuum cleaners and all machines must be sold on demonstration in the home.

The vacuum cleaner is here to

stay. It is now a necessity in every well-ordered home, and if promoted in a businesslike manner it will ultimately become greater than sewing machines, cash registers and typewriters combined, because every owner of those devices is a possible purchaser of a vacuum cleaner.

SECRETARY NAGEL ON TRADE OUTLOOK

In response to a request from PRINTERS' INK, as to the general trade outlook, Charles Nagel, secretary of the Department of Commerce and Labor, telegraphed as follows:

The Department of Commerce and Labor records this year in its various bulletins and reports the greatest volume of export trade in manufactured articles ever secured and satisfactory and hopeful conditions in the United States and practically all commercial fields. Furthermore, the establishment during this year of the Chamber of Commerce of the United States of America, a broadly representative national commercial organization, is significant of the spirit of co-operation and constructive service which promises to dominate more and more the progress of our country. There are abundant reasons for optimism in the part of commercial interests.

THE WISE BOSS

I had a boss once that was an especially good boss. I was after a big job for a harvester company; it was a good four-figure job and involved printing in seven different languages and a lot of intricate details. The work was to be let under one contract.

I plugged hard on the details for a week or so and finally evolved two different schemes for handling it. Which was surely the best, I could not tell. So I took it up with the "old man." It took probably a half-hour to explain my doubts and show the data I had accumulated.

He said it was interesting and he was glad to have gone over it with me and then asked me which plan I desired to adopt. I said I did not care to assume the responsibility. I had worked out all the details the best I knew how, and I wanted him to decide.

The reply was surprising but effective. He said, "Do you expect me to know as much as you about the job in one-half hour that you have been working on for weeks? I do not pay you to shirk responsibilities, but to get results."

That we got fine results is entirely due to the fact that the boss was wise enough to harness me body and soul to the job, and to give me, in the most unobtrusive way, valuable assistance that I did not fully appreciate until the work was done.—R. O. Vandercook in "The Inland Printer."

HUMAN INTEREST IN ADVERTISING COPY

WRITING FROM THE READER'S VIEW-
POINT THE FIRST ESSENTIAL—A
WRITER CAN INTEREST ONLY
THOSE WHOM HE UNDERSTANDS
—HUMAN INTEREST AND CHANGE
OF COPY—SOME COPY IS HUMAN
BUT NOT INTERESTING—THE
MORAL OF SOME RECENT ADVERTISING.

By Charles Austin Bates.

To get human interest into advertising copy the writer must first feel the human interest. He must write from the reader's standpoint. He must know the desirability of the thing he advertises—not as the maker knows it, but in its appeal to the user. In other words, he must know the human side of his merchandise.

A woman buys a silk gown not because it is silk—not because of its mechanical perfection as a fabric, but because of the way she thinks she will feel when she wears it.

A man buys a player-piano not because it is made of wood and ivory and wires, but because of the pleasure it will give in operation. If the same music could result from an instrument made in some other form and of entirely different materials, the buyer would be as well satisfied.

So the human interest advertisement appeals to the mental impressions of the reader—to his senses, his aspirations, to his preconceived ideas of desirability. Technical description of the thing to be sold is mere corroborative detail.

We want to know what it is good for, what it will do, before we care very much of what, or how, it is made.

The writer must first determine why anyone should want an automobile, or a tin horn, or a can of beans—then he must tell just why his particular beans, or horns, will most completely satisfy that want. It is really the want we write about and not the material thing itself.

And no writer can reach every

reader. He can interest only those whom he understands, for only those will understand him.

We respond to kindred vibrations. The man whose mental wireless is in a different key will never get my message.

Advertising doesn't create a demand. It only locates it.

The author is great who agrees with us. The comedian whose sense of humor coincides with our own is the one who "gets it over."

Each of us has a certain audience which will respond to him. The more we know, really know, about people—many kinds of people, the more we know of their lives, hopes, troubles, triumphs and desires, the greater our audience and the more human interest we can put into our work.

We can put nothing into our advertisements that we have not already in ourselves. Imitation is canned stuff, preserved from putrefaction by benzoate of soda.

Sincerity is the keynote, and extreme formality seldom seems sincere. The difficulty is to avoid cold formality and at the same time keep away from a degree of colloquial familiarity which may easily be offensive.

But, again, each writer's audience is limited. No one can reach one hundred per cent of the readers of any publication, and so we must at the outset decide which class of reader we shall appeal to. We imagine an individual typical of that class and address him personally.

We mentally visualize that individual. We know his age, temperament and domestic life, and whether he stays at home at night, or goes down to the club. We know his attitude toward the children and whether, or not, he carries life insurance.

If we know enough about raw human nature we will always be able to create a very real man who lives, breathes and buys goods. Then we write to him and use words, phrases, similes, and arguments that we know will fit him.

In any million of readers, our man appears an uncertain number of thousands of times. We reach

The INDIANAPOLIS NEWS

Record for the First Six Months of 1912

CIRCULATION

Average daily paid circulation 1912. 101,502

Average daily paid circulation 1911. 95,485

Daily increase, net, over 1911 .. 6,017

DISTRIBUTION IN INDIANAPOLIS AND SUBURBS

City Carriers.....	42,904
Suburban Carriers.....	2,314
Newsboys	4,433
News Stands.....	2,676
Service	524

Total 52,851

COUNTRY CIRCULATION

Country Towns.....	25,110
Mail Subscriptions.....	23,300
Service	241

Total 48,651

Grand Total..... 101,502

This is net circulation, exclusive of all copies to advertisers, exchanges, files and office use, returns, sample copies and papers sold after day of publication.

ADVERTISING

Display	11,439.29 columns
Classified	3,075.36 columns

Total 14,514.65 columns
Daily average..... 93.04 columns

During the first six months of 1912, the other Indianapolis daily papers, exclusive of Sunday editions (The News Having no Sunday issue), printed a total of 11,246.67 columns of advertising. The News having 3,267.98 columns more than all the others combined. Including Sunday editions, the other papers had a total of 19,007.38 columns—The News having 4,492.73 columns less than this.

In the classified (want) advertising, The News easily maintained its long continued supremacy, with a total of 161,048 of these ads, while the other papers (exclusive of Sunday issues), had but 106,039. The News having 55,009 more than the others. Including Sunday editions, the other Indianapolis papers had a total of 156,438, The News having 4,610 more than their combined total.

Eastern Representative
DAN A. CARROLL
Tribune Building
New York City

Western Representative
W. T. PERRY
First National Bank Bldg.
Chicago, Ill.

him positively and convincingly. He knows we are sincere and he knows we are "talking sense," for we speak his language and voice his thoughts. In a less effective degree, we reach his sisters, cousins and aunts and the fellows who belong to the same lodge.

We miss all those of utterly

"What do you know about Electric Vehicle Batteries?"

We don't put this question in a captious or aggressive spirit—but we want you to ask yourself—what do you really know about storage batteries?

Do you base your judgment upon "claims"—or upon results secured in actual service? Advertisers' pages are full of "claims," but you learn about results from the owners of "The motor" and the manufacturers of the cars—*Ask them!*

The Four Famous Vehicle Batteries are the "Exide"—"Hicap-Exide"—"Thin-Exide" and the "Ironclad-Exide" Battery

Here Are Some Facts About Them;—Not Claims—Facts

- 1—The 21 leading manufacturers of electric vehicles use and endorse these "Exide" batteries.
- 2—The vast majority of all pleasure cars equipped with them.
- 3—They are manufactured by a company having twenty-four years experience in making strong batteries and whose works are the largest in the country devoted to electric vehicle batteries.
- 4—They will run your electric car—pleasantly or unpleasantly—most miles with less gasoline, less expense and less wear than any other battery made.
- 5—They will last over an half year in driving heavy loads and stop your conductor's service or let it cold weather.
- 6—They can be recharged in a remarkably short and simple manner, enabling you to be back in good color.

Don't you think it is a pretty safe indication that these batteries are the *dependable* ones for your electric car?

The "Ironclad-Exide" Battery and the "Exide" Battery both give you all about these batteries.

THE ELECTRIC STORAGE BATTERY CO.

New York Boston Chicago St. Louis Cleveland Albany Detroit Detroit San Francisco

Philadelphia Cincinnati St. Paul Seattle San Francisco

"Exide" "Hicap-Exide" "Thin-Exide" "Ironclad-Exide" Batteries for Gas Cars and Electric Lightings

THE APPEAL AS DIRECT AS POSSIBLE

dissimilar tastes, education and environment.

We can't sell a \$6000 car to a man who has only \$1,500, and a good Presbyterian won't buy kosher meat no matter what we say about it.

We sacrifice the interest of the "high-brows" for the sake of reaching the mass in a punchful way. High-brows are of not much human interest anyhow, and they are comparatively few.

The great mass of people in America are pretty much alike. Nearly all advertising is designed to reach families with incomes of from \$600 to \$5,000 per year. Broadly considered, the breeding of these people is pretty much the same and they have very many of the same hopes, incentives and desires. Pretty nearly all of them are striving to improve their con-

ditions—trying to make more money and to get the most their money will buy.

There must be many subdivisions of this mass, but these are the real, raw, human people. They are not submerged by either poverty or wealth. They read the *Saturday Evening Post*, *Everybody's*, the *Cosmopolitan*, and the *Delineator*; patronize vaudeville, wear Holeproof hose, and are Masons, Elks and Christian Endeavorers; read Dickens and vote straight, under the party emblem.

They are mighty good folks to know and when you know them you can talk to them interestingly—not to all of them all the time, but to part of them each time. To reach them all you must change your copy.

Which suggests the wisdom and economy, not only of a change of copy each week or month, but of different copy in each period, for each publication of large circulation. There are two reasons for this; first, readers confess their

REACHING THE SUBURBAN CLASS BY INFERENCE

characters by the publications they buy; second, the publications of large circulation are alike in many ways and so there is inevitably a considerable duplication.

To illustrate: *Everybody's* and the *Cosmopolitan* are sufficiently alike to appeal to many of the same people and sufficiently unlike to be perfectly distinct. Some readers prefer George Randolph Chester to Mrs. Humphry Ward, and some enjoy both.

But, to return to our spring lamb: I wonder if we all mean the same thing when we say "human interest in advertising copy?"

I don't mean the "Hey, there, old sport!" variety. To be sure that is human enough, but maybe the man you have so joyously slapped on the back is not an old sport.

Some recent cigarette advertising in the newspapers, has sought for human interest, by much use



Her income was "tens of thousands a year."
She went to work in a laundry and lived on her wages.

She was Bryn Mawr's most spirited housewoman and a daring swimmer.

She loved life, she loved people, most of all she cared for the workers who suffer.

"Her heart was aflame with the passion of living and changing things that ought to be changed."

It cost her life.

The romance of this transcendently significant young life is told by Ida M. Tarbell in the July

American MAGAZINE

18 CENTS A COPY - NOW - AT ALL NEWS-STANDS

A CURIOSITY STIMULATOR

of slang and a colloquial familiarity, which it seems to me unnecessarily risks giving offense to many readers. It is *human* enough, but not *interesting*.

A good human interest advertisement appeared recently in **PRINTERS' INK**, headed "Who is



Bearing date June 1st, 1912, THE ASSOCIATION OF AMERICAN ADVERTISERS in certificate No. 1080 makes the following statement:

"This certifies that this Association has examined the circulation of the

ITEM, NEW ORLEANS, LA.

covering a period beginning with the first day of November, Nineteen hundred and eleven, and ending with the thirtieth day of April, Nineteen hundred and twelve, verifying the same from the press-room, books of record and system of distribution, and finds that the average number of copies of each issue circulated during said period was Forty-one thousand and eighty-six (41,086) each week day evening; Forty-two thousand, two hundred and fifty-seven (42,257) each Sunday; and that for the month of April, Nineteen hundred and twelve the average number of copies of each issue circulated during said month was Forty-seven thousand, eight hundred and seven (47,807) each week day evening; Fifty-one thousand, three hundred and eighty-eight (51,388) each Sunday, excluding all returned, unsold and waste copies."

This statement absolutely bears out the statements and claims made by THE ITEM regarding its circulation, and a comparison of these figures with the findings of the same nature made by the Association in connection with examinations made of other New Orleans newspapers will prove beyond argument and contravention the tremendous lead THE ITEM has secured and maintains in that magnificent field.

The people of NEW ORLEANS endorse THE ITEM with their patronage and its circulation grows by leaps and bounds. THE ITEM is included in the New Orleans campaign of every advertiser who has closely and wisely studied the New Orleans situation.

The complete report of the examiner of the ASSOCIATION OF AMERICAN ADVERTISERS will be cheerfully laid before you on request.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

Birmingham Post Herald	25,000	Louisville Courier	41,000	Greenwich News	7,500
Birmingham Ledger	25,000	Louisville Post	43,019	Greenwich News	7,500
Birmingham News	29,000	Louisville Times	47,256	Sparksburg Herald	3,228
Mobile Item	11,000			TENNESSEE	
Mobile Register	16,005(S)			Bristol, Va., Herald Courier	3,700
Montgomery Advertiser	22,000(S)			Chattanooga News	15,000
Montgomery Journal	12,214			Chattanooga Times	22,078
ARKANSAS				Knoxville Journal and Tribune	18,529
Little Rock Democrat	12,000			Knoxville Sentinel	18,500
FLORIDA				Memphis Commercial Appeal	88,151(S)
Jacksonville Metropolis	17,000			Memphis News Scimitar	41,415
Jacksonville Times Union	23,200			Nashville Banner	43,446
Tampa Tribune	17,493			Nashville Democrat	28,500
GEORGIA				Nashville Tennessean	27,900
Albany Herald	2,850			VIRGINIA	
Atlanta Constitution	50,000(S)			Lynchburg News	8,000
Atlanta Georgian	44,000			Newport News	4,200
Atlanta Journal	68,000(S)			Norfolk Virginian Pilot	25,400
Augusta Chronicle	10,500			Richmond Journal	23,380
Augusta Herald	8,500			Richmond News Leader	27,090
Columbus Ledger	8,500			Richmond Times Dispatch	35,000(S)
Macon News	10,000			WEST VIRGINIA	
Savannah News	16,750(S)			Clarksburg Telegram	5,214
(S)—Sunday Circulation.				Total	1,301,542

NOTE:—The above circulation figures are as near correct as possible to obtain. Recent changes may cause slight differences.

¶ An advertising campaign in the South will prove a paying investment and there is no better time than Now.

¶ For individual rates, circulations and local information, write the papers direct or

The SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

Geo. W. Brunson, Sec.,
Greenville, S. C.

V. H. HANSON, Pres.,
BIRMINGHAM, ALABAMA

J. R. Holliday, Chairman,
Atlanta, Ga.

A STANDARD OF MEMBERSHIP FOR AD CLUBS

PROMINENT OFFICIAL IN AD CLUB MOVEMENT TAKES UP ONE OF THE KNOTTY PROBLEMS OF THE SITUATION AND SUGGESTS A REMEDY—IDEA IS TO LIMIT ACTIVE MEMBERS TO THOSE ACTUALLY ENGAGED IN ADVERTISING

By Herbert M. Harwood,
Secretary Associated Advertising Clubs
of Iowa.

An ad club with its membership made up of 1 per cent advertising men and 99 per cent from other occupations—this is the only suggestion of a storm cloud on the horizon of ad-club development.

The remedy is to form a club into active and associate members.

The active members are the real, genuine, "dyed-in-the-wool" advertising men.

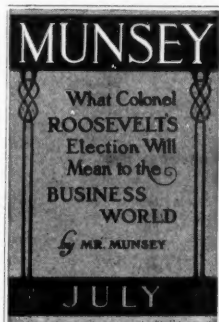
The associate members are the business or professional men whose interest in advertising is more remote but who desire to learn of advertising by receiving the benefits of the programmes.

Where will the line be drawn between the two?

This is a natural question. Only a careful study of the makeup of a score or more representative clubs in the Associated Advertising Clubs of America will give the proper answer. A close, definite analysis of these memberships will show where the division can be made without sapping any of the life-blood from the typical ad-club organization.

The present administration of the Associated Advertising Clubs of America has seen the undesirable variety of club spring into existence and has acted promptly. At the eighth annual convention at Dallas, Tex., provision was made for a commission which shall pass on clubs applying for admission to the national association and which shall provide certain requirements which all individual applicants for active membership in the different clubs must fulfill before they can become members.

But in order to make the exam-



USING the best publication and that only, is like running a business with one salesman. It becomes a small business.

Munsey's Magazine has been a factor in every national advertising success in twenty years.

The Frank A. Munsey
Company
175 Fifth Ave., New York

ination of the individual members more than a farce certain standards will have to be set. These standards will keep out a large percentage of the membership of certain clubs. As a result the ad-club movement, now so gloriously started on its successful career, might be seriously crippled.

Just what is an associate member? What are his rights, and what benefits will he derive?

For the purpose of making a beginning, let the associate member have the same benefits as an active member, with the exception of voting. The matter of policy, programmes—everything of vital import to the success of the organization—will be in the hands of strictly advertising men, yet no interested parties will be cut off from the benefits of the programmes, round table, clubrooms, library, social events and similar features and activities of the club.

This associate member needs advertising instruction. Hazy ideas of the subject must be cleared up. He must be inoculated with the enthusiasm of organized optimism; he must be enlightened on the ways and means of building up his business; and finally he must be converted completely to the advertising view-point by association with the best "business builders" in his community. Then he becomes eligible for active membership, being a "live wire" in every respect.

The members of the advertising men's organizations in the larger cities—cities of 250,000 or over—cannot realize all the handicaps under which the ad clubs labor in the smaller communities. They have enough advertising men to fill their membership.

Take, for instance, the situation in a small community. In the city of A——, with its 25,000 inhabitants, there is a small agency or a branch office of an agency, a free-lance copy man, two or three retail copy men, a half-dozen or less semi-advertising managers of manufacturing plants, besides the newspaper advertising managers and their staffs of solicitors—usually one or two in each of the offices.

This practically completes the list of active advertising men.

To launch a club on a successful basis more men must be interested. There are several owners of stores and of small businesses, secretaries of insurance companies, bank officials and other business men who are more or less directly and indirectly concerned in advertising. They are often anxious to be identified with the club, yet they would not feel at first like taking the time and effort to study for an examination such as the new commission will likely ask all applicants for active membership to pass. But their presence is absolutely necessary to the success of the A—— Ad Club; and, furthermore, they should not, I believe, be deprived of a prospective advertising education.

To sum up: The solution is to start with the real advertising men as a nucleus and then form the remaining quasi-advertising men into an associate membership. The future development of the organization will be directed along strictly advertising lines with due observance of the requirements of the educational courses, while the efficiency of the club will not be lessened by losing the support of the associate members. Again, the opportunity is properly seized to gain possession of a fertile field where the advertising seeds can be rapidly cultivated and plants can be transplanted to the active field adjoining. The active membership will be constantly enlarged and improved by the carefully reared additions from the associate field.

Is this not the happy "middle ground," a truly rational basis for the development of the ad-club movement, keeping it in the course of true advertising without maiming the growth by casting aside an element which is necessary to the success of the rank and file of the future clubs in the United States and Canada?

Will not this system blow away the hint of the storm cloud from the horizon and wipe out the possibility of a club being only 1 per cent pure?

“Thirty Days Hath June”—

On each of those 30 days, this year, the average paid circulation of

The Kansas City Star

(Evening and Sunday)

was larger by 18,460 than in June, last year.

The average daily paid total (evening) was 183,245.

In the morning (The Times) the paid average was 178,608, or 13,927 more than in June, 1911.

Meanwhile, The Weekly Kansas City Star has added nearly 6,000 subscribers, and now has a subscriber circulation of 272,999.

THE CONSUMER IS THE TRIAL JUDGE

MUST HAVE THE FACTS TO RENDER INTELLIGENT DECISION — PUBLIC NEVER SO READY TO GIVE A HEARING TO AN ADVERTISER'S STORY AS TO-DAY — COPY CANNOT SELL AS DOES A SALESMAN

By Arthur B. Hall,

Adv. and Sales Depts., Johnson Educator Food Company, Boston.

"Do you plead guilty or not guilty?" asked the judge. "Not guilty," replied the defendant.

The trial was on. Scores of witnesses were examined. Detectives, who had spent months digging into every phase of the case, submitted their evidence. No stone was left unturned to prove absolutely that this defendant had committed the crime for which he stood indicted.

When the evidence was in the prosecutor began his argument. Not an important point did he omit. Step by step, in logical order, he arrayed his facts—weaving them into a masterful, convincing story.

Next came the attorney for the defense. Although there were many strong points in his client's favor, yet he overlooked them. His address consisted of highfalutin' claims—unsupported by proof or fact. The defendant went to jail and his lawyer was labeled a "hot air jammer."

How often it is that we see this same kind of a trial carried on before the greatest tribunal in the land—the consuming public. Some advertisers blast down deep into the bowels of their businesses, cull out the nuggets of truth, and serve up their selling stories in a way that commands confidence and carries conviction.

Others, on the other hand, are contented to sit calmly back, jubilant in the thought that their products are best and everybody knows why. They spend millions of dollars, attempting to pound into the skeptical mind of the consumer, by mere assertion, what they themselves believe. result: Messrs. Advertisers are

labeled like unto counsel for defense.

It seems to me that the trend of modern opinion is so overwhelmingly in favor of the reason why in advertising copy that there should never again be any need to come to the defense of a policy of this kind. But in spite of all the teachings of sales and advertising specialists—in spite of many scientific investigations by advertisers—the question often pops up: "Shall we simply make a claim, or shall we make a claim and prove it?"

Not long ago, it fell to my lot to defend vigorously the copy policy of Educator crackers. "What's the use," said an advertising man, "to go into all this detail about Dr. Johnson's idea, the old-fashioned ovens, your method of manufacture, and Norah Johnson Barbour's work?"

This came from a man with a reputation for knowing something about the principles of advertising and salesmanship. Perhaps the reasons for his reputation were in a superficial way well-founded. But my frank opinion is that the advertising he produced had never been subjected to the acid test of tangible sales.

I said to him: "In your opinion, advertising seems to be a great genius, which simply because it is advertising must of necessity accomplish wonderful results. When you go into the field to sell by word of mouth you must demonstrate, argue, persuade, admonish and convince a prospective purchaser before you get his name on the dotted line. Then in a type message you make general, unsupported claims and expect a real human being—who works for his dollars and values them—to fall all over himself in getting to the place where your goods are sold."

That advertising man, like many others, forgets that in spite of all his arguments, when actually talking to the buyer, he frequently puts over the sale by the sheer force of his dominating presence. He forgets also that, when he tries to sell by the

printed page, he isn't there to put on the finishing touches by his clever manner and his vibrating personality. He overlooks the fact that a customer buys, not because he wants to spend his money, but simply because the goods purchased are the means by which some personal ambition, necessity or what-not can be satisfied.

Advertising is an evolution. A few years ago, the magazines were filled with unproved claims. Some say this advertising paid—perhaps it did. In those days, however, one must remember that there were not so many products on the market—striving with each other for the upper hand.

But to-day, when competition is so keen, the buyer is just as thirsty for a drink of real facts as is the trial judge. He wants to know what he is buying before he buys—and perhaps some enterprising competitor will take the trouble to tell him.

I cannot understand why it is that so many manufacturers of

really meritorious products are blind to the public's hunger for truth. Why do they persist in concealing so many points of great selling value? Perhaps it's too much trouble to dig for facts. Or perhaps they have lived so close to their various propositions that what to an outsider would be interesting news seems to them a commonplace—unworthy of mention.

Never in the history of business has the public been so eager for real information about what it consumes—or so willing to spend valuable time measuring and contrasting the proofs submitted by competing manufacturers. And never have people been so critical in their desire to get at the heart of the matter and sift out the grain of truth from the "chaff which the wind bloweth away."

Beginning with the November issue, *To-Day's Magazine* will be enlarged from 400 lines to the page to 800 lines—the size of most women's publications; and will be issued once a month instead of twice.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

HOW THE COLLEGES ARE TEACHING ADVERTISING AND SELLING

WHAT FIFTEEN INSTITUTIONS IN THE UNITED STATES ARE DOING TO TRAIN MEN IN PRINCIPLES AND TECHNIQUE—VARIED NATURE OF INSTRUCTION GIVEN IN RESPONSE TO A PUBLIC DEMAND—PRESENT COURSES EXPERIMENTAL—HEADS OF LARGE BUSINESS INSTITUTIONS CO-OPERATING TO MAKE THIS STUDY PRACTICABLE

By Paul T. Cherington,

Instructor in Commercial Organization
in the Graduate School of Business
Administration, Harvard
University.

[EDITORIAL NOTE: However individuals may differ in calculating the value of the instruction in advertising and selling given by colleges, few will dispute the significance of the fact that more and more of our universities are giving place in their curricula to these subjects. That such teaching is being given in response to public demand, and that important men in the commercial world are, as Mr. Cherington explains, lending a helping hand are features of educational development which cannot be dismissed as unimportant.]

What is the American college doing to train men for such work as advertising and salesmanship?

There are few colleges which are giving special instruction in these subjects—perhaps not more than five with full courses. But, paradoxical as it may seem, the colleges have done so little because they *do* realize how important these subjects are, and how completely they underlie the future business growth of the country.

In discussing the "new demands of business" and the "old viewpoint of the colleges" the disputants are apt to take sides as advocates of "vocational" or "cultural" training. If the culturists would remember that the oldest American colleges were founded, and their curricula were originally devised, for the highly vocational purpose of averting the dire results of an "illiterate clergy"; and if the vocationalists would cultivate the openness of mind which they advocate, a beginning could be made in constructive criticism.

The crucial fact seems to be that, while the graduates of the American colleges are to a decreasing extent seeking what were formerly known as the "learned" professions, the field which they are seeking—business in its various branches—is taking on many of the aspects of a "learned" profession. The need, therefore, is not to substitute something for professional training, but to devise a professional training which will produce a man equipped with knowledge, thought habits, and a point of view which will best fit him to meet the present-day demands upon him.

THE CHANGING SOURCES FOR TRAINED MEN

Managerial positions in modern business enterprises call for men able to master both principles and details, and it is the big job of the American college to furnish training which will come as near as possible to producing such men. Various efforts have been made to accomplish this result. For a time it was a common practice to look for managers among the graduates of engineering schools. And as long as the main problems of American business were largely technical this type of manager answered every purpose. Then came the era of lawyer-managers, and more recently we have seen the problems of cost-keeping ascendant, and experts in accounting taking many of the larger positions. These sources for trained men still are and long will be valuable.

But the problems of modern business are coming to be recognized as to an increasing degree problems of buying and selling. Technical processes, cost-keeping, internal organization, corporate form and all the problems of production still call for able men; but the clamorous demand now is for men who can bring the commercial processes up to the same standard of excellence attained by the technical and administrative sides of business. And the colleges are being asked

Going up



Beginning with the November issue, To-day's Magazine will be enlarged—from 400 lines to the page to 800 lines—the size of most women's publications. Once a month instead of twice. Double size, double service for the subscriber—but for the full significance to you, read my letters. That's what my letters are for.

Will C. Loe

Advertising Manager

CHARLES DORR
6 Beacon Street, Boston

HOWSE & LITTLE CO.
People's Gas Building, Chicago

whether the training which was originally devised to produce learned ministers and which has been adapted to the production of capable engineers, organizers and administrators can again adjust itself to conditions and produce men who can buy and sell merchandise preëminently better than this work can be done by untrained men.

This is a somewhat superficial statement of the task which the present day business man has set before the present day American college. Inadequate as it may be as a statement, it may serve to give some added interest to the following summary of what some of the institutions of college rank in this country are doing for the young man whose destiny calls him to buy and sell.

VARIOUS METHODS OF APPROACH

The approach to this new work of the colleges has been made from three different angles. In a few colleges there has been an effort to make English as a commercial tool more workmanlike and more efficient. This is a good work and one much needed. More skill and better form in business English ought to make the work of modern business far more agreeable and less wasteful than it now is.

The department of psychology in a number of colleges has approached business in a spirit of fine critical interest. If all purchase and sale is finally the result of contact of mind with mind, the principles of thought processes obviously underlie all commercial activities.

But the economic approach seems to be the most direct, and while it is the most difficult it promises to be the one which, once fairly opened, will lead deepest into the heart of things. Do the existing data concerning business make it possible to deduce any laws showing immediate or ultimate tendencies? Is there any demonstrable science of business? Do things "just happen" in the business world, or do they follow, in an orderly way, out of what has gone before? These

and other questions like them are the common ground on which the "scientific" mind of the economist and the "practical" mind of the business man meet to view the education of the business man of to-morrow.

At first glance it would appear to be a simple matter to ascertain with a reasonable degree of accuracy how many colleges in the United States are giving courses directly preparing men for commercial life, and just what each is doing. But there are difficulties. First of all, who is to define a "college" for the purposes of such a statement? And if that could be settled, who would have the insight to draw an infallible line between the courses which should and those which should not be included?

The following digest of the present status of this branch of teaching in fifteen American colleges will give some idea of the main points of agreement and difference between the experiences of those institutions which have gone farthest into this line of work. From them it may be possible to work out some generalizations which will prove useful.

THE UNIVERSITY OF CALIFORNIA

The University of California has a separate School of Commerce, in which it has had two courses dealing with the principles and practice of advertising. Courses meet one hour each week. Rank of junior in the college is required for taking the first of these while, presumably, the second course, known as the advanced course, cannot be taken without the satisfactory completion of the first.

These two courses are given by F. E. Scottford, the head of the Pacific Railways Advertising Company. Mr. Scottford's plan of operation is to give a series of lectures and then assign a large amount of problem work to each student. These assignments are planned with special reference to the selling problems of the Pacific Coast. For instance, one student was assigned the task of planning a large campaign to cover the expenditure of a given amount of money for the purpose of properly advertising a new brand of pineapple juice. The plans worked out in this problem were discussed in class and at conferences held by Mr. Scottford.

Since the year 1910 Mr. Scottford, owing to a severe illness, has not been able to conduct these courses. Enrollment in School of Commerce, 230. Advertising: first year, thirty-one; second year, nineteen.

COLUMBIA UNIVERSITY

Columbia University has no separate

courses which approach advertising and selling from the economic standpoint, although these subjects are dealt with in connection with regular work in economics. Two courses are given under the direction of Edward J. Strong in the department of psychology, one of which deals with the application of psychology to practical, everyday problems, and in this course the problems of salesmanship are considered. The other course is a study of advertising based upon business and experimental results. Theories underlying advertising are discussed, but the main work of the course is deductive. The conductor of this course is also doing some special work with the Advertising Men's League of New York City, in which he has worked out some results in advertising psychology, which have been circulated among the subscribers of the fellowship fund.

CORNELL UNIVERSITY

In a course in principles of business management Professor Jeremiah W. Jenks has been discussing a wide variety of topics, including cost-keeping, price-making, advertising, selling, buying, etc. The main purpose of all these discussions is to examine these subjects as they are viewed by business managers. This course is given three times a week, and Professor Jenks reports that there is a strong demand on the part of the student body for work of this kind to supplement the more general forms of college training and the special work in engineering, political science, law, and the general college work. Professor Jenks has just left Cornell to go to New York University.

DARTMOUTH COLLEGE

In the year 1900 the Amos Tuck School of Administration and Finance was established in connection with Dartmouth College. A two years' course in business administration is offered to students who have satisfactorily completed three years of college work. The work of the first year, in this way, may be taken in connection with the last year's work in the college, but the second year's work is of a strictly graduate character. No special courses are offered in the Tuck School in either advertising or selling, although the subjects are taken up in connection with the general problems of distribution in the course in principles of business management given by Prof. H. S. Persons, the director of the school.

HARVARD UNIVERSITY

The Graduate School of Business Administration at Harvard University was established in 1908, and is the only school in the United States preparing for business which is of a strictly graduate character. Admission to the courses in the school, as a regular student, is granted only to young men who have received a B.A. degree from some recognized university, although students who have had three years of practical business experience may be admitted as special students to two courses. The problems of buying and selling are discussed in two separate courses in the school. Every regular student is required to take in his first year a course in accounting, one in business law, and one in commercial organization and



The Memphis Commercial Appeal

The South's Greatest Newspaper

Continues to show steady, healthy, persistent growth.

Look at these figures taken from the sworn detailed statement made July 5, 1912:

Average daily circulation for June, 1911, 52,106. Average Sunday for June, 1911, 82,255.

Average daily for first six months of 1912, 55,618. Average Sunday for first six months of 1912, 87,438.

And then take a look at these:

Average daily circulation for month of June, 1912, 57,145.

Average Sunday circulation for month of June, 1912, 88,132.

The average circulation of The Commercial Appeal's great weekly edition for the first six months of 1912 was 98,376 copies. For June, 1912, it was 99,825 copies.

The Memphis Commercial Appeal reaches nineteen out of every twenty newspaper readers in its splendid and prosperous territory.

The Weekly is the agricultural authority in the richest and most fertile farming section on the face of the earth.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.



The Knickerbocker Press

Publication office.....Albany, N. Y.
 Business office.....18 Beaver St., Albany, N. Y.
 Troy office.....382 River Street
 Schenectady office.....406 State Street

Foreign Representatives,
JOHN M. BRANHAM COMPANY,
 Mellers Bldg.,
 Chicago, Ill.

225 Fifth Avenue,
 New York City.

Chemical Bldg.,
 St. Louis, Mo.

The Knickerbocker Press

Bulletin No. 22

Stages of Growth

The Knickerbocker Press since May 21, 1910, has passed through several stages of development. They are as follows:

FIRST—ON MAY 21, 1910, it was about the POOREST paper published anywhere.

SECOND—According to public opinion it had become on the 21ST DAY OF MAY, 1911, the BEST NEWS-PAPER published in Albany.

THIRD—IN NOVEMBER, 1911, it was said by people generally that The Knickerbocker Press was the BEST PAPER published in the Capitol District.

FOURTH—When JANUARY, 1912, was reached you often heard the expression that The Knickerbocker Press was the BEST NEWSPAPER PUBLISHED between New York and Buffalo.

FIFTH—When the ice of winter began to disappear and navigation was resumed on the Hudson river, every one was saying that The Knickerbocker Press WAS THE BEST NEWSPAPER between New York and Chicago.

SIXTH—BUT WHEN MALCOLM GOT through reporting the Republican convention at Chicago and the Democratic convention at Baltimore it was the universal opinion that THE KNICKERBOCKER PRESS WAS THE BEST PAPER PUBLISHED ANYWHERE.

LOCAL ADVERTISERS recognize the progress which the paper WAS and IS making, as is shown by the following statement of LOCAL ADVERTISING in the Albany papers for the MONTH OF JUNE, 1912.

The Knickerbocker Press LEADS all the rest.

THE KNICKERBOCKER PRESS	237,508	Agate Lines
Times-Union	226,982	Agate Lines
Journal	160,818	Agate Lines
Argus	67,874	Agate Lines

methods. This last course, which is given by the writer, is designed to be an elementary course, giving the student a thorough grounding in the principles which underlie the processes of buying and selling. The greater part of the year is devoted to a study of the problems of distribution, and in this part of the discussion advertising and selling figure conspicuously.

A course open to second-year men only is the course in business policy, which is under the direction of A. W. Shaw and Selden O. Martin. This course deals very largely with problems of distribution from the standpoint of the general manager, and such subjects as sales policies, the analysis of the market, the determination of prices, the organization of the sales force, the development of sales methods, the channels of distribution, and the methods of reaching the market, are presented from the sales manager's point of view, in arriving at the viewpoint of the general manager.

In both of these courses a large amount of problem work is assigned to the students; and in the second, especially, the students are obliged to present detailed reports covering all the main phases of the actual policies of establishments in operation.

A course in commercial organization and methods, which is made up of material that is drawn largely from the first year's work in the Graduate School of Business Administration, is given by me in Boston, in connection with the university extension work, which is financially backed by the Boston Chamber of Commerce. During the last year about sixty young business men enrolled in the course.

In all this work great emphasis is laid on practical experiment. Each student in the regular courses is obliged to do four months' office or factory work between his two school years. And each instructor has on hand work bringing him into direct contact with real business. An investigation is now being made by the staff into the costs of doing retail business, in connection with which a system of uniform accounting for shoe retailers has been devised and published. It is the plan of the school to give courses going more fully into the technique of business as soon as a reliable body of data of more than fleeting value can be collected, and men found, or trained, who can bring to these subjects the proper combination of scientific training and practical experience. Plans for such courses have been drawn.

UNIVERSITY OF ILLINOIS

Advertising and selling are discussed in the School of Business Administration at the University of Illinois in connection with the course in domestic commerce and commercial policies. A description of this course, in the catalogue, is as follows:

"The course deals with the principles and methods of buying and selling in internal trade, discussing the various forms of wholesale and retail trade organizations; department, mail-order and co-operative stores; markets, fairs, auctions, stock and produce exchanges, commercial competition; theory and

practice of modern advertising; commercial travelers; mercantile credit, etc."

This course is given by Simon Litman. Of the work in advertising and selling one of the officers of instruction at the university writes as follows:

"There has been some demand for more instruction in salesmanship and advertising, but there has been still more demand in many other lines. Inasmuch as it has not been possible to develop the commercial work in all its aspects, attention has been concentrated on those things for which there seems to be the greatest need. A course of ten lectures on advertising was given last year by a practical advertising man and forty students elected it, although it did not count for credit."

UNIVERSITY OF KANSAS

The University of Kansas offers a course in business organization and management which is designed for advanced students in economics and sociology. This course is given two hours a week for one term, and touches only incidentally on buying and selling problems. Professor Arthur Boynton is in charge.

MARQUETTE UNIVERSITY

The College of Economics at Marquette University, Milwaukee, Wis., is just completing its second year. This institution offers regular courses in advertising and salesmanship. The courses in advertising run throughout two years, meeting twice each week, and include principally lecture work given by outside lecturers connected with various forms of business enterprises in Milwaukee.

For example, F. G. Cramer, of the Cramer-Krasselt Advertising Company, and Charles H. Hall, of the Hall-Taylor Advertising Company, were among those who represented the advertising agent, and discussed some of the advertising problems from his standpoint. There were also representatives of department stores, manufacturers, and others, who discussed advertising problems from their points of view.

The courses in salesmanship also meet two hours each week and run for a period of two years. The greater part of this work is practice work, conducted by the sales manager of the Cutler-Hammer Manufacturing Company.

UNIVERSITY OF MICHIGAN

The University of Michigan follows the general practice of those colleges which combine training for business with the general work of the college, and incorporate its discussions of advertising and selling problems in its course in business organization and management; but it goes one step farther and offers a special course in the domestic market, which runs for two hours during one-half year; and in this course Professor E. D. Jones makes an analysis of the distribution methods of the manufacturer, giving special attention to advertising as a means of influencing the market.

UNIVERSITY OF MINNESOTA

At the University of Minnesota the greater part of the work in advertising and selling has been taken over by the university extension department, although there is one course in the college which goes into the problems of business administration. The extension

work in these lines is in charge of T. W. Mitchell and David F. Swenson. The course in business administration is designed to cover the problems of salesmanship and advertising, and is a part of the general management problems, and the course in advertising, salesmanship and commercial credit is intended to follow this and carry the work into greater detail. The outline for this course indicates that it is approached both from the standpoint of the economist and from the standpoint of the psychologist as well as from that of the business man.

The introductory lecture in the course this year was given by Mr. Mac Martin, of the Mac Martin Advertising Company of Minneapolis. Then there followed a series of discussions of the various working problems in advertising by Professor Swenson, there was a lecture on the "Channels of Trade" by John E. Mahin, followed by a series of discussions on the value of various advertising media given partly by John H. Mitchell, of the Mitchell Advertising Agency, of St. Paul, and partly by local newspaper publishers. Agricultural journals, trade papers, newspapers, street cars, billposting, were each in turn treated by some man engaged in the business; and letters, booklets, and novelties were also discussed by business men. Manufacturers were then introduced, and one salesman, for example, discussed the methods of planning and carrying out an advertising campaign. That completed the portion of the course devoted to advertising. The same principles were followed in

the discussion of salesmanship, although in this case the discussion was much briefer than the portion of the course covering advertising. After an examination into the psychological problems four sessions were given to various forms of salesmanship, which were conducted by business men.

NEW YORK UNIVERSITY

The School of Commerce, Accounts and Finance at New York University has a course in salesmanship, mercantile credits and advertising, conducted by Dr. Edwin J. Clapp. This work is partly conducted in the form of lectures, and is given throughout the year on Mondays, running for two hours in the evening. The lectures by the instructor are supplemented by special lectures given by business men and others, and the students are given special problems to work out, covering advertising, technique, policy and forms.

The subject of advertising is also approached from the standpoint of business English. The course in business correspondence, advertising and selling practice is being given throughout the year on Tuesday evenings, running for two hours at each session. This work is in charge of George B. Hotchkiss.

NORTHWESTERN UNIVERSITY

The Northwestern University School of Commerce operates a series of evening courses in the city of Chicago. The basis of training in advertising and salesmanship is the course in business organization and management, conducted by Dr. Arthur E. Swanson, in which are discussed the principles of production and distribution, with special em-

Foster & Kleiser-Signs.

PORTLAND, OREGON
SEATTLE, WASHINGTON

TACOMA, WASHINGTON
BELLINGHAM, WASHINGTON

Mr. Advertiser:
Mr. Advertising Agent:

Do you know

THAT the Pacific Northwest Country is the fastest growing section in the United States? (See U. S. Census Figures.)

THAT the People of the whole Pacific Coast Country have a greater per capita purchasing power than the people of this or any other country?

THAT the Banks of the Pacific Northwest have double the per capita resources and the people have double the per capita wealth of the United States average?

THAT the outdoor Poster and Paint Displays in the Pacific Northwest have more successful campaigns to their credit than any other medium?

phasis on the latter. Dr. Swanson also conducts, during the first half of the year, a course on selling policies and methods, which concerns itself with the examination of successful sales policies and critical analysis of selling methods for different classes of goods. In this work Dr. Swanson is aided by a large number of business men in Chicago who have co-operated cordially in conducting this work. During the second half-year, following this course, Professor Walter Dill Scott gives a course in the psychology of business, advertising and salesmanship, which approaches the problem of selling goods from the standpoint of the psychologist. The general plan of teaching in connection with this course is to have an instructor prepare summaries of the lectures, copies of which are furnished to the student at each recitation period, and, so far as it is possible, the problem method of instruction is used to supplement the lecture work.

OHIO STATE UNIVERSITY

At Ohio State University Professor James E. Hagerty gives a course running through one term and meeting twice a week, under the title of principles of advertising. In this course Professor Hagerty discusses the economic importance of advertising, goes into a discussion of advertising costs and then takes up a discussion of advertising methods and the work of the general advertising manager and the general advertising agency. The lecture work and reading are supplemented by first-hand investigations conducted by the students, and by addresses delivered before the classes by merchants and advertising men.

UNIVERSITY OF PENNSYLVANIA

The Wharton School of Finance and Commerce of the University of Pennsylvania is the oldest of the schools of business of college rank in the United States, it having been established in the year 1889. The work of this school was originally a two years' course supplementing the regular college training, but the work has gone through various steps in reorganization, until now it represents a combination of what is known as the cultural branches with the business branches, leading to a degree of Bachelor of Science and Economics, which is equivalent to the usual Bachelor degrees.

Three courses are given at the Wharton School which bear directly on advertising and selling. One is a course on the business of American commerce, which is given by Grover G. Huebner. This discusses the mechanism of commerce in general, and gives some special attention to the various phases of the problem of distribution of manufactured goods. It is designed to be a preliminary course and to give the student a grounding in the general principles as a basis for more detailed work to follow.

Two special courses are given by Herbert W. Hess, and these are designed to be extensions of Dr. Huebner's course into the more specific problems of advertising and selling. One course goes into a discussion of advertising media, forms and psychology. A large amount of exercise and problem work is assigned, and the students are required to work

out in detail complete advertising plans. The course in salesmanship aims to study the principles of salesmanship from three viewpoints: That of the salesman, that of the buyer, and that of the business system in which the salesman finds himself a factor. The lecture work in this course also is supplemented very liberally by problem work.

UNIVERSITY OF PITTSBURGH

At the University of Pittsburgh the chief attention given to advertising and selling, up to the present time, has been in connection with the courses in journalism and business English. But the plans for the coming year include special courses in advertising and salesmanship, to be given in the evening School of Economics, Accounts and Finance.

UNIVERSITY OF WISCONSIN

The work at the University of Wisconsin is of two distinct types. The course given on the campus is a part of the regular work of the college, attacking the problem of advertising and selling in a general course on business organization and management, and is open only to seniors, running twice each week throughout the year. This course aims to discuss the problem of distribution as a part of the whole system of commerce, although a great deal of problem work of a specific character is added.

A course in the psychology of advertising is offered by the department of psychology, which is primarily a lecture and reading course, with some investigation on the part of the student. The enrollment last year was 150.

A course in farm advertising was instituted in the spring of 1911, and is said to be the only course of its kind in existence. There are, at present, twenty-four students enrolled in it. In connection with this course a number of psychological and practice tests have been made, advertisements have been prepared and presented to the class, and the results have been tabulated with a view to estimating the value of the different forms.

The extension work given by the University of Wisconsin is conducted on a correspondence basis, and includes four courses bearing on advertising and salesmanship.

One course on sales, purchases, and shipping methods has as its chief purpose the giving of a general idea of the merchandise problems which confront the retailer, jobber and manufacturer. The chief emphasis is placed upon the manufacturer's distributing problems.

One assignment in the course is devoted to personal salesmanship, but no attempt is made to give complete instruction in this subject. This course has been very popular, and has been taken during the past two years by about 400 students throughout the state.

The second course, given by correspondence, deals with advertising campaigns. The purpose of the course is not to teach the students to write advertisements. The emphasis, rather, is placed upon the problems of the campaign which precede and lead up to the writing of the advertising copy. The reason why copy writing is not treated at length is the fact that the course is a

CANADA

"The Land of Opportunity"

EARL GREY, late Governor General of Canada, recently characterized Canadians as "a sane, sober, strenuous, earnest people, patriotic, invincibly industrious, a people worshipping no false gods and following no 'wills o' the wisp,' but steadily and surely, with their eyes open alike to opportunities and dangers, are building up between the Atlantic and Pacific the greatest nation that has ever been within the greatest Empire."

These are the people who spent \$366,576,783 during the last twelve months for United States products—more than double the amount purchased three years ago. In addition to these imports, Canadians are buying goods supplied by the Canadian Branch Factories of more than 250 American concerns.

Canada is not, properly speaking, a "foreign" market for United States products. It is almost as accessible as a neighboring State. The requirements and customs of the Canadian people are practically identical to those of their cousins across the border, while the selling methods of the two countries are similar in most respects.

American manufacturers wishing to secure specific information regarding any feature or section of the Canadian market should confer with the Trade Information Bureau of **THE MONTREAL STAR**.

The "Star" is regarded as a National Institution in Canada. Through its daily metropolitan and weekly rural editions, each of which is the largest in Canada, **THE MONTREAL STAR** reaches every sixth family in Canada—a record that is probably unequalled by any Newspaper in any Country the world over.

Circulation guaranteed and audited by A. A. A. Volume of advertising, 1911, 11,952,185 lines—all strictly high grade.

All inquiries for information or rates should be addressed to:—

ADVERTISING MANAGER

Montreal Star Publishing Co., Ltd.
MONTREAL, CANADA

New York Representative
DAN A. CARROLL
Tribune Bldg.

U. S. Products Advertised in The Montreal Star

Colgate
Liquid Veneer
Chiclets
Williams Shaving Soap
Chesebrough Vaseline
Auto-Strop Razors
Serpentine Crepe
Royal Baking Powder
Pabst Brewing Co.
Waterman Fountain Pens
Sunkist Oranges
Holeproof Hostery
Hawes Hats
Spencerian Pens
Baker's Cocoa
Coca Cola
Budwieser Beer
Howard Watch
Wrigley's Spearmint
Gotham Shirts
Waltham Watches
Edison Phonograph
Cluett Shirts
Hartshorn Shade Rollers
Royal Worcester Corsets
Willya-Overland
N. K. Fairbank's Products
Reo Motor Cars
Scribner's Magazine
Tanglefoot Fly Paper
Ford Motor Car Co.
Knox Gelatine
Nemo Corsets
Regal Shoes
Ingersoll Watches
President Suspenders
Victor Talking Machines
Postum Cereal
Remington Typewriter
E. M. F. Automobiles

(And 70 others)

Chicago Representative
W. Y. PERRY
First Nat'l Bank Bldg.

short one, and it is recognized that any attempt to teach advertisement writing in such small space would be ridiculous and futile. The course serves its peculiar purpose, however, admirably, and has been received with favor by business men throughout the state. Approximately 200 students have pursued it during the past two years.

A third course is that in retail selling and store management. This course was prepared in the fall of last year, and, since that time, it has been pursued by 287 students. It is designed for the clerk behind the counter, as well as for the department store manager and the owner of the retail store. Classes have been held at many points throughout the state, in which the students are given the benefit of personal instruction by the conductor of the course. This class work supplements the personal attention given to individual students who send to Madison their answers to the recitation questions. So far as we are informed, this is the only course in salesmanship and store management for retail sales people which is offered by any university in the country.

Another course, which is in preparation, covers retail advertising, and is now being worked up so as to cover both problems of form and practice in this field. These correspondence courses are, as a rule, conducted without textbooks, but take the form of printed material and blanks prepared by the instructors in charge.

One of the officers of the school reports as follows concerning these correspondence courses:

"In all of the four courses above listed the instruction is largely by the laboratory or problem method. In recitations the student at times is asked to state principles, but in most cases he is required to apply principles, either to stated problems or to actual conditions with which he is familiar. These courses, as well as our other courses in business, are admirably supported by the people of the state, and it is recognized that vocational courses are among the most important ones which can be afforded for correspondence study. This is the attitude of the officials of the extension division, as well as of the regents of the university. Most of the business courses offered for correspondence study are not more than two years old. For that reason no information can be given regarding the growth of interest in them. The interest has existed from the beginning. The class of students enrolled ranges from the most immature and the least prepared up to the highly efficient and experienced business man."

THE TWO TYPES OF TRAINING

From this digest it appears that at least ten colleges have organized separate schools for business training, while five others give special attention to the subject in their departments of economics. Some have worked out entire systems of training in business subjects. Leaving out of

consideration the subjects which deal with production, financing, cost-keeping and transportation, we find that the experiments with courses dealing directly with buying and selling are groupable into two main types: Those treating of the economic principles of commerce, and those dealing with the technique of commerce.

Practically all of these schools have at least one elementary course in administration or organization in which the problems of purchase and sale have their place. From an educational standpoint general, elementary courses of this kind need no defense. The students are usually young and immature and training in technique can be made most useful to them when it is given over a background of sound economic principles interpreted in terms of existing business conditions and problems. The value of these elementary courses for business training necessarily depends very largely on the degree to which the instructor in charge understands the problems of the business man and is able to transmit his understanding. Courses of this kind seem to have established a recognized place for themselves in college curricula.

Courses dealing with the technique of commerce, such as those covering advertising and salesmanship, are much less common and have not yet established themselves as an essential part of business training of college grade. Some educators contend that these subjects cannot be taught, others that the existing body of material concerning them is so unorganized that courses of this kind could not be given any real scientific value, while others believe them to be fit subjects for instruction, but are unable to find sufficiently able instructors who are available at a college professor's salary. The experience of those institutions which have undertaken this work is being watched with very great interest. Perhaps through the experience of those institutions which have begun with extension, or even correspondence courses, we may

1847



Years Before "Printers' Ink" Was Founded

Many years before this journal saw the light of day, when advertising was in its swaddling clothes, and not taken seriously,

1847 ROGERS BROS.

"Silver Plate that Wears"

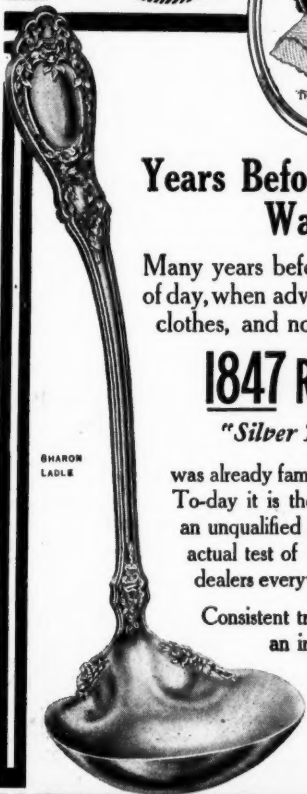
was already famous for its beauty and durability. To-day it is the only brand of silver plate with an unqualified guarantee that is backed by the actual test of 65 years, and sold by leading dealers everywhere.

Consistent trade mark advertising has played an important part in the development of an enormous business.

INTERNATIONAL SILVER CO.
MERIDEN, CONN.

Successor to Meriden Britannia Co

SHARON
LADLE



learn how to deal with this exceedingly complex problem.

THE VALUE OF HELP FROM BUSINESS MEN

The methods of work employed in both of these groups of courses present one most hopeful feature—the large amount of attention being given to practice or laboratory methods. Lecture work in such subjects, at least, is mainly valuable for purposes of suggestion and clarification. The printed literature of the subject is new, and not much of it is either very scholarly or especially reliable. This makes the current records of experiences as reported in the trade papers devoted to the subjects of creating and conducting business about the only reliable printed material. And the suggestions of patient business men in helping the students "find out" at first hand are an indispensable supplement to classroom instruction. The subjects are complex, the available materials are scarce, and the need for the training is urgent. It is this combination of difficulties which makes it necessary to watch closely, at this stage in the development of this kind of training, the attitude of each of the three classes most directly concerned—the student body, college authorities and business men.

The attitude of the student body is unmistakable in most colleges. It is only necessary to announce a course of lectures in advertising or kindred topics, and there will be an audience eager and appreciative.

On the whole, the educational authorities are beginning to apply themselves seriously to meeting the condition which this demand on the part of the student body indicates. It is now only left for the business man to see that if the college is to work out something "practical" it will be chiefly because the business man is willing to co-operate; first by helping the instructor work out details and methods of instruction, and second by helping the students give their training the practical value which it can get only by a study of

business problems under actual working conditions. Medical education without clinics would be a tragic joke. Business training without practice with real business problems would be just as bad.

INDICATED LINES OF DEVELOPMENT

To forecast the course of development of this type of training would require a gift of prophecy. New methods, new forms of instruction may be devised to-morrow. But the present indications are that the development will move along the lines now being followed. Courses in business administration will be given, including a lot of things entirely unrelated or only remotely connected with each other. Gradually these will be separated into special courses, and the real science of business will slowly emerge. Meanwhile methods of teaching technique will work out and will give opportunity for practice in the application of principles. Thus professional training for business will present some analogies to professional training for the practice of medicine. Fundamental courses in principles will emerge and opportunities for experience in specialized application of these principles will make this training useful. No man wants his leg cut off by a surgeon who has not had real practice with the cutting of human flesh and bones, nor does he want it done by a surgeon poorly grounded in anatomy and the principles of surgery as worked out of other men's experience. If, in addition, our operator is a "natural born" surgeon, so much the better. But if he isn't trained so that his gifts are directed by accepted principles and practice, we want him to exercise his native talent on a dog or a dead man and not on one of our two legs. And that is the attitude which business training ought ultimately to develop toward its product. In the long run the trained business man will be taken for granted, if the colleges respond to the demand now being made upon them.

Farm, Stock & Home

Minneapolis, Minn.

has the largest paid staff of writers of any farm paper in its territory.

Service to its readers is its first consideration. Given that, service to advertisers follows as a matter of course. Unless the paper in which your advertisement appears is read carefully, its efficiency to you is decreased in proportion to the unread, or carelessly read copies.

The constant aim of **Farm, Stock & Home** is to make every issue of such interest that the carelessly read papers will be reduced to a minimum.

Farm, Stock & Home is the lowest rate farm paper in the United States.

"The Farm Paper of Service"

REPRESENTATIVES

Chicago

J. C. Billingslea,
First National Bank Bldg.

New York

A. H. Billingslea,
No. 1 Madison Avenue.

St. Louis

A. D. McKinney,
Third National Bank Bldg.

SECRETARY KNOX ON SOUTH AMERICAN TRADE OUTLOOK

BELIEVES NO PREJUDICE EXISTS
AGAINST AMERICAN MADE GOODS—
EUROPEAN PREDOMINANCE DUE TO
CARELESSNESS OF AMERICANS—
INCREASE OF TRADE HAS FOL-
LOWED AWAKENING IN UNITED
STATES TO OPPORTUNITIES AND
MORE CAREFUL STUDY OF SOUTH
AMERICAN'S WANTS—A STATE-
MENT PREPARED ESPECIALLY FOR
"PRINTERS' INK"

By Philander C. Knox.

Secretary of State, Washington, D. C.

The American manufacturer is not handicapped in trying to get trade in South America if he sets about getting it in the right way. The right way is to study the needs of the market which he seeks and to familiarize himself with the trade customs of the various countries. In South America, as in every other part of the world, it is not what the American manufacturer may think the people there want, but what they actually do want, that is the foundation for business. American adaptability can meet the commercial requirements anywhere when the necessity of adapting the goods to the customers is realized.

In some instances it is possible that South Americans prefer goods made in Europe to those made in the United States, but this is only because they have become accustomed to European goods. This is due to the fact that for a long period so little effort was made by manufacturers and exporters in the United States to cultivate the South American markets. The South American will buy what suits him best, no matter where it is made. The proof that American manufacturers can overcome whatever preference may exist for European goods is found in the increase in our trade with South America since our manufacturers began to cultivate that market systematically and intelligently. The aim of the Government of

the United States is to cultivate friendly relations with all the countries of South America. This is the policy that enlarges commercial opportunities. It should be the aim of manufacturers and exporters to cultivate friendly relations in the same manner, that is, on the basis of mutual good will. The more this is done the larger will be the volume of trade in both directions.

BILL AGAINST MISBRANDED CLOTHING

Representative Victor Murdock of Kansas, has introduced a bill which seeks to accomplish for the clothing trade what the pure food law was intended to accomplish for the housewife's dining table. It would prohibit the misbranding of clothing, the sale of misbranded clothing, or its shipment in inter-State commerce.

The measure would be applicable to all fabrics or articles of clothing made of wool, cotton, silk, hair, fibre, or mixtures of these products, and would require every piece of fabric and every garment shipped in inter-State commerce to be so labeled that the purchaser may know whether it is pure wool, shoddy, linen, &c. The penalty for introducing misbranded clothing into any state would be \$200 for the first offense and \$300 and a year in the penitentiary for each subsequent offense.

Elaborate provisions are contained in the Murdock bill for the enforcement of the proposed law under the joint direction of the Secretaries of Agriculture, Treasury and Commerce and Labor. Mr. Murdock thinks the man who wants an all-wool suit should have some guarantee he is getting it, and that he should not be required to pay an all-wool price for a suit that is shoddy.

NEMO CORSET CONTRACTS WITH A "KICKER" CLAUSE

The J. W. Morton, Jr., Advertising Agency is making contracts for the Nemo Corset advertising for next season with a clause providing for the privilege of cancelling the contract, without short rate charge, in case Section 32 of the Oldfield Patent Bill, or its equivalent, shall pass the House of Representatives during the term of the contract. The essential purpose of Section 32 is to take from patentees and manufacturers of patented articles the legal power to fix and control the retail prices of their goods.

WILLYS BUYS GARFORD AUTO- MOBILE COMPANY

John N. Willys, president of the Willys-Overland Co., has bought the Garford Automobile Co., of Elyria, Ohio. The Garford cars will be handled through the sales department of the Willys-Overland Co., at Toledo.

FOWLER-SIMPSON'S SUIT FAILS

The suit which was instituted by the Fowler-Simpson Company of Cleveland, Ohio, against the Superior Underwear Company of Piqua, O., alleging misuse of an advertising idea has been decided in favor of the defendant. The events leading up to the case were fully discussed in **PRINTERS' INK** for April 11. The amount at stake was not large, but the suit was important inasmuch as it promised to produce a judicial definition of the extent to which advertising ideas can be protected as property.

It will be remembered that James E. Bryan when in the employ of the Fowler-Simpson Company, solicited the account of the Superior Underwear Company, and had certain sketches made for the purpose. Later when Mr. Bryan joined the staff of the J. Walter Thompson Company, advertisements were placed for the underwear concern almost exactly similar to those with which Mr. Bryan solicited the account. Since the suit was filed Mr. Bryan has become advertising manager of the Superior Underwear Company.

The case was tried in the Municipal Court at Cleveland, and the Judge practically charged the jury to bring in a verdict for the defendant. He said that the idea in question (the design of the advertisement) was not the exclusive property of the Fowler-Simpson Company, because they had not copyrighted it, and could not copyright it because they did not originate it. The jury was instructed that if they found that the officers of the Fowler-Simpson Company had given the originator of the idea the right to use it and take it from their place of business, they could not later hold anyone to whom he had sold the idea or allowed to use it. In other words the court held that the idea was not of sufficient tangibility or corporeality to be regarded as the property of the company which employed Mr. Bryan at the time he originated it.

IF it takes nine tailors to make a man, how many people does it take to make a subscriber? The readers of *The American Magazine* are not of the easily detachable, light-come-light-go kind. Each is a unit, capable of independent action, who reads *The American* because he likes it. It takes only one American reader to make a man



ADVERTISING DIRECTOR

THE BIG STORE AS ITS OWN MASTER

THE DEVELOPMENTS THAT HAVE MADE THE BIG STORE SUPREME AS AN OUTLET FOR GOODS—INTERDEPENDENT INFLUENCES THAT ARE TO BE CONSIDERED—THE BIG STORE AND THE MANUFACTURER GROWING CLOSER TOGETHER—A SURVEY OF FORCES THAT HAVE BEEN WORKING IN PAST QUARTER-CENTURY

By R. H. Durbin,

Adv. Mgr., Strawbridge & Clothier (Dept. Store), Philadelphia, Pa.

The question is asked, "What are the three chief influences that have affected retailing on a large scale in the last twenty-five years?" Surely all merchants would not agree as regards the three most potent influences upon the large store's development. These influences have been many, and largely interdependent—influences so closely allied that one storekeeper might consider one factor as chief, with others closely related as secondary, while another would reverse the order of importance.

However, it seems to us that the question might be answered thus:

First, the wonderful development and extension of electric street railway systems in the last quarter-century has been a tremendous factor in the centralization of trade and the growth of the large retail store. It is assumed, of course, that the stores singled out by the public for great expansion have been conducted by men alive to the possibilities of development from the beginning, possessing a degree of energy and skill somewhat above the average, and a broad and intelligent conception of, and a determination to render, good service.

But without the trolley car, the subway and the improved suburban train service, there would be few large stores and fewer good stores. Let us imagine a woman suddenly deprived of her present splendid facilities for shopping—not only as regards transit, but the vast assortments of always-

fresh merchandise of every description, the many conveniences, delivery service, etc. *It would be a calamity.* The small neighborhood stores thrive and will continue to thrive, and women could not do without them. But the great central store is one of the important *educational institutions* of modern times, and one of the chief influences towards its development is improved transit facilities.

ORGANIZATION AND INDIVIDUAL EFFICIENCY

Another important influence affecting the large store has been the creation of systems and standards of organization, so that efficiency of service is not wholly dependent upon high efficiency in the individual. And this, notwithstanding the fact that development of individual efficiency among employees is the most serious problem confronting the large storekeeper to-day. If, however, it were essential that the entire force should be made up of *expert* salespeople, bookkeepers, etc., it would be impossible for the large modern store to secure the thousands of people required, and therefore impossible to economically distribute the vast quantities of merchandise handled. Individual efficiency or intelligent initiative is always rewarded, and nowhere is it truer that there is "room at the top" than in the great store. But supervision is still a large factor. The progressive merchant of twenty-five years ago who had the ability and foresight to train his small force, to make real merchants out of them, found at the right time, under his own roof, efficient managers and supervisors to guide the recruits who have come into his employ so fast that he could not even know them by sight as his employees. And so, while we constantly work to educate the individual, to increase his value to us and to himself, success depends upon skilful organization, a system that locates and corrects mistakes, and efficient personal supervision, departmental as well as general.

LOST—\$300.00

The street car man had just finished ordering some things at the Riker Drug Store. A friend stepped up to the counter and bought a package of Zymole Trokeys. The two walked out together.

"How did you happen to buy Zymole Trokeys?" inquired the street car man.

"Oh! I have seen their advertising in the magazines, newspapers and on the billboards," was the reply.

Said the street car man—"I will give you \$100 for every Zymole Trokey advertisement you can show me in the magazines." His friend stared, and then laughed incredulously.

"I will give you another \$100 for every Zymole Trokey advertisement you can show me in the newspapers," continued the street car man. "What's the matter—aren't

you feeling well to-day?" asked his companion.

"Further, I will give you \$100 more for every Zymole Trokey advertisement you can show me on billboards," concluded the street car man. "Well, you are plumb crazy, that is all there is to it," remarked his friend with conviction.

"Just a moment" interrupted the street car man. "How do you go to business in the morning?"

"In the cars."

"How do you come home at night?"

"In the cars."

"Think a minute. Haven't you seen the Zymole Trokey advertisements only in the street cars?"

His friend's face was a study. Then he laughed.

"I'm out those three hundred perfectly good dollars," he finally admitted.

Many a consumer unwittingly deprives street car advertising of the credit of one of its greatest effects—the sub-conscious appeal which its day-after-day and hour-after-hour reiteration makes possible. That sub-conscious appeal, on the minds of millions upon millions of people every day is worth *your* investigation.

Which leading cities ought to give *you* more business?



Street Railways Advertising Co.

CENTRAL OFFICE
First Nat'l Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

Employees come and go. For example, the large store employs young women by thousands; and it is presumed that all of them expect to marry some day—at least, most of them do so. And here it may be mentioned that the entering of women into department store business in the last twenty-five years has been a strong influence affecting the large store. Without these bright helpers the large store as it is to-day could not exist, while the influence upon the women themselves has unquestionably been elevating and educative, at least in stores of the better class.

ADVERTISING AS A FACTOR

Perhaps modern informative advertising should be placed among the three chief influences that have affected the large retail store's growth. In fact, progress would be very slow without continuous publicity—and, so far as this country is concerned, publicity through the daily newspapers. Here, too, come to mind some of those interdependent factors—the development of the modern newspaper itself, its wonderful news service, special features, reduction in cost, tremendous growth in circulation; these, in turn, influenced by the linotype and other mechanical marvels. The modern store and the modern newspaper have grown up together.

There is one important influence affecting modern retailing on a large scale, which must be mentioned as closely related to those already discussed. This is the intelligent co-operation of the manufacturer and retail merchant—especially the recognition by the manufacturer of the great centrally located retail institution as his most powerful ally in securing quick and wide distribution of his product. There is a mutual helpfulness here which would make an interesting story in itself—one of the features of which would be the big store's ability to relieve the manufacturer of large quantities of merchandise on hand, disposing of thousands of suits, waists, corsets, fountain pens, razors, bags, shoes, stock-

ings, gloves or other articles in a day or two without disturbance of general trade—making food for live advertising and constituting one of the influences toward the big store's popularity.

What has already been said is our answer to the incidental question as to whether the big store of to-day is more a master of its own destiny than the big store of twenty-five years ago. Then the merchant was on an uncharted sea as compared with to-day. He was merely a trader. With good merchandise, modern facilities, scientific management, unhampered capital, and a real understanding of what *service* means, the big merchant of to-day should have a surer grasp on his business.

CO-OPERATIVE CAMPAIGN BY TRADE PRESS

Members of the Federation of Trade Press Associations in the United States are about to inaugurate a co-operative advertising campaign. It is proposed to employ an executive secretary of ability who shall tend to the preparation of advertisements, publication of booklets, circulars, etc. An office will be maintained on a co-operative basis. Each publication joining in the movement will be edited and managed impartially in the interest of both the subscribers and the advertisers of the field served. It is planned to eliminate free lists and limit the sending of sample copies to one address to three years.

Those who compose the committee under which this work was instituted are, J. Newton Nind, *Furniture Manufacturer & Artisan*, Grand Rapids; Allan W. Clark, *American Paint & Oil Dealer*, St. Louis; Robert I. Clegg, *Castings*, Cleveland; Charles G. Phillips, *Root Newspaper Association*, New York; Hugh M. Wilson, *McGraw Publishing Company*, New York; E. C. Hole, *American Lumberman*, Chicago; Frederick F. Cutler, *Shoe & Leather Reporter*, Boston.

SWIFTNESS IN FOLLOW-UP

WINNIPEG, MAN., July 2, 1912.

Editor of PRINTERS' INK:

I am just in receipt of a printed and illustrated "follow-up" from the American Underwriters Corporation, in which they offer a book-case as a premium with their "Library of Universal History." The letter starts:

"Dear Friend:—A furniture manufacturer came in to-day and told me he had some book-cases made especially for a set of books the same size as the Library of Universal History, which he wished me to take off his hands."

Mustn't he have got the enclosed circulars out in a hurry if it all happened "to-day."

R. MOORE.

PUTTING A TRADE-MARK THROUGH ITS PACES

WHAT HAPPENED AFTER THE LEHIGH PORTLAND CEMENT COMPANY ADOPTED "LEE HI"—HOW SALESMEN MADE USE OF THE FIGURE—HIT THE APPRECIATION OF THE TRADE

By S. B. Chittenden, Jr.

Adv. Mgr. Lehigh Portland Cement Co., Chicago.

About six months ago the Lehigh Portland Cement Company made a radical departure in its trade-mark. From the inception of the cement industry in this country, all of the concerns manufacturing cement had used as their trade-mark the barrel-head label. To get out of the beaten rut, a little Chinaman—"Lee-Hi" (a play on the name "Lehigh") was brought out and used as a regular trade-mark.

The new trade-mark, when once adopted, was immediately incorporated into all of the advertising put out by the Lehigh Portland Cement Company. Being a live object, it was possible to place the little Chinaman on the covers of the monthly house-organ, *The Lehigh*. Here he was used to represent the various phases of the cement season, such as the opening of the season in March, selling Lehigh to the farm trade in April, etc. Some of these cover designs are shown herewith, and only demonstrate how a trade-mark which has human interest can be used successfully in almost every form of advertising.

"Lee-Hi" was also placed on hangers, calendars, stickers, and even on pencils. He was used on blotters in various poses connected in some way with the cement industry, such as garden furniture, concrete stables, etc.

The advance cards for salesmen, too, contained "Lee-Hi" standing on a hand, with the words "Lee-Hi will be on hand" underneath. This advance card created so much interest among the trade that the Lehigh salesman is now greeted by his customers with "Hello, Lee-Hi."

The same idea in the trade-mark was also carried out in the farm paper advertising of the Lehigh Portland Cement Company, and the little Chinaman may be seen at the bottom of all the farm paper ads which this company is running to-day.

Probably the most unique part of the whole trade-mark was the fact that the Lehigh Portland Cement Company actually went down into Chinatown and hired a real Chinese boy to take the part of the trade-mark at conventions. They also bought him an expensive Chinese costume to wear on all such occasions. This proved a great success and caused much favorable publicity at one of the largest lumbermen's conventions held this year.

"The Lehigh"

June 1912



Lehigh in Foundations Means Endurance

"LEE-HI" AND THE WOOLWORTH BUILDING

The interest which the cement trade has taken in this new trade-mark has been very great, and a number of dealers are using little "Lee-Hi" to-day on their letter-heads and in their local newspaper advertising.

L. D. Hicks has resigned from the Massengale Advertising Agency to become advertising manager of the *Southern Ruralist*, on the first of August. Mr. Hicks has for many years been identified with the work of the Associated Advertising Clubs of America, and is at the present time president of the Southeastern Division of that organization.

The Author of a Great Advertisement A Day in Monticello

By BENJ. H. JEFFERSON

Advertising Manager of Lyon & Healy, Chicago

CHARLOTTESVILLE, VA.

A request for a paper for **PRINTERS' INK** Anniversary Number reaches me here and I am glad of an opportunity to point out a few things in the life of Thomas Jefferson which may be of value to my brother advertising men. In our every day life we have so much detail, we study so constantly on new ways to knot the same old string, that viewing our calling in a broad light for the nonce may prove of interest.

The greatest advertisement ever written in America is the Declaration of Independence. As we listen to its familiar, "When in the course of human events," in order to appreciate the ability of its writer we must picture to ourselves the conditions under which it was produced. This document sets forth the position of the American colonists so clearly that it is hard to realize that before it was brought forth from the fertile brain of the Virginia "farmer" hardly any two delegates to the Assembly were of the same opinion in regard to either the wrongs received from the mother country, the proper remedies, or the rights of the colonists.

But see what an enthusiastic and logical writer can accomplish with a few strokes of his pen. He welds together "loyal subjects of his Majesty with a grievance," "middle-of-the-road colonists," and "out-and-out Republicans." More than that, in one short advertisement of Liberty he starts the ancient and honorable King business on the toboggan all over the world.

The experience of Thomas Jefferson, when his immortal Declaration was adopted will come home to every advertising man

who puts his heart into his work. Even his friends were almost aghast at his boldness—and the heavy-eyed delegates feared his "flowery style." You remember, quite a little pruning was done by delegates whose leaden wings would not bear them up for a flight with the great mind. But Jefferson's friend Adams, fortunately for the world, could recognize a torch when he saw one, and to his good generalship we are all indebted to-day.

The next time you travel from New York to Chicago, pass up the familiar Twentieth Century and take the Chesapeake & Ohio, arranging to stop over at Charlottesville. You will travel the 120 miles south from Washington in about three hours—and you can see the road over which Jefferson drove so many times in his own carriage; you can view the path over which he brought his young bride to arrive at his half-finished mansion in the dead of night. As you travel in a luxurious chair car, studying by the time table just how many minutes you will give to Monticello, you can picture to yourself the great procession that filed from Washington to Charlottesville during the last fifteen years of the Sage's life. All the celebrities, all the patriots and, of course, all the "tourists" of the day made the pilgrimage. One evening Jefferson's housekeeper had to furnish beds for sixty-five. Every one was welcome. When Jefferson was eighty years of age, friends suggested that he insist on privacy, but he declined all restrictions. He continued to grant an audience to all. In his shrewd fashion he said: "It might do some of them good to see what a Democrat looks like."

Open for Engagement With High-Grade Automobile Manufacturer

His eleven-year-old record selling articles of "Quality" spells SUCCESS.

The influence he has gained through his powers of entertainment, secures an always responsive ear to his keen business talk.

He counts among his friends 60,000 of the most well-to-do, liberal-spending, luxury-loving people of America—

He is invited to their homes—and his coming is anticipated with pleasure.

This salesman is connected with the Theatre Magazine

His friends are your market. People who demand and pay for high-grade, high-priced merchandise. Who want nothing else.

He is ready to talk business with manufacturers of automobiles or other articles of class and luxury.

His salary is low in proportion to his experience, worth and ability.

He will be glad to send more detailed information if you write to—

The Theatre Magazine

8-14 W. 38th St., New York

GODSO & BANGHART
1521 Harris Trust Bldg.
Chicago

H. D. CUSHING
24 Milk St.
Boston

Anything more perfect than a summer morning in the Blue Ridge can hardly be conceived. You have your choice of an automobile or carriage for the three-mile drive to Monticello and, for old times' sake, the spanking team and negro driver are to be preferred. As you spin along the smooth mountain road the banks of bright red clay attract your attention. Wild flowers everywhere and here and there a spring or brook. Quaint and respectful negro farmers driving into town bringing calves, salute you as they pass to market. By way of conversation, I said to our driver: "We want to go to Thomas Jefferson's home—Monticello." To which the bronze colored young negro replied: "Yessir, lots o' people does!" Then I ventured: "He was quite a man, Thomas Jefferson—wasn't he?" To which the boy answered with supreme conviction: "Yessir! He used to live here!"

All too soon we reached the gates of Monticello. The old brick wall looks but little the worse for its years. An ancient colored woman, attended by the picanniny, swings the gate open and you begin the half-mile drive through the grounds. Immediately, an old bell begins to toll and you turn to find the old lodgekeeper tugging away valiantly upon a bell rope. The driver says: "Just the same as in Marse Jeff'son's time. He always wanted to know when company was coming." Half way up the drive we pause at the little graveyard where lies buried Thomas Jefferson. You read the monument with his famous inscription, famous, in part, because he omitted all reference to his having been twice elected President of the United States, and you recall how this little plot of ground was chosen by Jefferson as a burial place for the friend of his youth and how, fifty years later, tired and glad to go "when the Fourth of July should come" he asked that he be buried there.

Jefferson was a profound politician, and he knew the mixed value of even the highest political

endorsement, (just as, himself a lawyer by profession, he described a lawyer as "a man that talks by the hour and is paid for doing it") but his advertisement of human rights was pure gold and he knew it. Better the authorship of that work than anything man in America had ever put pen to. So his epitaph reads only: Author of the Declaration of Independence; of the Virginia statute guaranteeing religious liberty to all, and father of the University of Virginia. But we must hasten on—another moment and Monticello bursts upon our view. It is very beautiful even to-day and its air of elegance puts to blush many a modern creation. But, as I looked out over the smiling valleys the thought that haunted me was: Here we advertising managers spend a few years directing a campaign with the assistance of many skilled craftsmen and resources of every conceivable kind and we feel that we are entitled to high credit for our wonderful persistence—but think of building a mansion on the top of a mountain with only a few farm laborers as the staple help. Think of cutting down the forest trees and planing your own lumber, consider digging the clay and burning your own brick; reflect upon the making of practically everything (except the glass) in your own dooryard away off in the backwoods! What sort of enthusiasm and courage it must have required to spend half of one's life and half of one's fortune upon a home which had no parallel on the continent.

It is pleasant for an advertising man to know that Jefferson (who to-day occupies so high a niche among practical men) in his lifetime, was often called a visionary. Let us examine a few of his "fantastic" ideas:

That a subject might speak to a King as one man to another.

That slavery had no place in America.

That religious liberty should be guaranteed to all.

That the law of primogeniture was a rotten timber in the social structure.

Mid-Summer Advertising

The real test of the value of any advertising medium lies in the amount of business carried in the hot and so-called dull months. Any publication which can hold its own or show gains during that time is surely entitled to consideration as a worth-while medium for advertisers at all times.

THE SEATTLE TIMES

is doing more than well. All the leading foreign advertisers are using generous space, to say nothing of heavy local copy.

This healthy condition is only another indication of the Times' strength not alone as a newspaper per se, but of its great standing in this wonderful Pacific Northwest. Editorially and mechanically it compares favorably with the world's best and is a fitting exponent of the people and the territory it represents.

AVERAGE CIRCULATION FOR JUNE, 1912,
WAS, DAILY, 66,300; SUNDAY, 83,260.

Ample information and assistance to interested advertisers for the asking.

TIMES PRINTING COMPANY

Seattle, Washington

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK

ST. LOUIS

CHICAGO

That the state should provide education for all, from the Kindergarten to the University.

Jefferson used to say that all Monticello needed to make it without a superior in point of natural beauty, even in Switzerland, was a lake and he had a "fantastic" scheme for damming the river that flows through Charlottesville. This plan he was unable to carry out, but great landscape artists of the present day say that his opinions and estimates were entirely correct.

This is a good place for me to admit regretfully that, although I bear the name of Jefferson, my ancestors came from Newcastle-on-Tyne, and, as Thomas Jefferson was of Welsh descent I can claim no nearer kinship to him than can any lover of the common people.

Advertising managers will smile when they recall Thomas Jefferson's first few days in office. First there was the episode of paying the duties with his personal cheque on a gift from a foreign power. Why should he bunk his employers (the people) out of their legal dues? Then the abolishment of all flubdub by courtiers who wanted to "get next to him," as we would say. "The date of my birthday," said Jefferson, "is my own private business." Instead of drawing salaries for greeting the President as "Your Excellency" and whispering to him that he had a fine figure for a King—the Government clerks were put seriously to work. Even the title of "Mr." was refused by the great Thomas. Can't you see him riding up the side street and getting to work at his desk on his Inaugural day while the grand procession was hunting for him at the city entrance? And, in this day of "Colonels" frantically chasing political preferment, let us all recall Jefferson's statement at the end of his second term, that the country was so big and powerful that any good, honest man would do for President and that the idea that the country couldn't get along without any one man was nonsense.

One Jeffersonian trait deserves especial notice by the over-busy and often harried advertising man of to-day: Jefferson always took things by the soft handle. Probably, therein lies the secret of his eighty-three years of immense activity. His enemies said he would never knock a foe down, but, after thinking the matter over for a few years, might pull a chair out from under him. But, at least, Jefferson took the long view. He waited, studied, pondered well before he engaged in strife. He knew that most things were not worth quarreling over and that the passage of a few months often changes the complexion of things amazingly.

A final source of inspiration lies in the fact that, at the age of fifty, Jefferson retired from public life. He said that he was broken in health, that his iron constitution was shattered. Wife and son dead, fortune impaired, he withdrew to his beloved Monticello calmly to await the end. For a year he wrote hardly a single letter; his best friends mourned him as lost. Then, suddenly, he came forth again, renewed in mind and body, and this man, who had all but given up under the hammering of Fate, served as pacemaker for the nation for a further period of thirty-three glorious years.

INDEX OF MANUFACTURERS IN NEWARK LIBRARY

THE FREE PUBLIC LIBRARY OF NEWARK,
NEW JERSEY.

June 17, 1912.

Editor of PRINTERS' INK:

I note in your June 13, 1912, issue under Cleveland Buyer's Bureau that it claims to be the first thing of its kind to be established in this country. I wish to call your attention to the fact that the business branch of the Newark, N. J., Public Library has had since June, 1911, a complete index of the manufacturers of the city. This index is becoming more and more used. We have visits daily from out-of-town people who find the index quite invaluable.

B. WINSE.
Assistant Librarian.

Russell B. Kingman, for the past five years New England Manager of the advertising department of the Home Pattern Company, has been appointed New England Manager of the Semi-Monthly Magazine Section and the Canadian Monthly Magazine Section.

You Can't Reach the Farmers Without A Million Circulation



Have 1,392,000 Subscribers and Four Times as Many Readers

There were 6,361,502 farms in the United States in 1910, an increase of 10.9 per cent over 1900, according to the Census Bureau.

The value of these farms and equipment is \$40,991,449,090, an increase of 100.5 per cent in ten years.

The Rural population of this country in 1910 was 49,348,883, or 6,725,500 greater than the dwellers in cities and towns. Also, the country folk showed an increase of 4,963,953 in 10 years.

Now, Mr. Advertiser, you can understand why it takes a circulation of **Over One Million** to reach the Best Buying Farm Homes. Here are the details:

	Guaranteed Circulation.	Line Rate.
Successful Farming.....	600,000	\$3.00
Farm, Stock and Home.	105,000	.40
Southern Ruralist.....	150,000	.75
Kimball's Dairy Farmer	100,000	.50
The Fruit Grower.....	100,000	.50
The Gleaner.....	125,000	.50
Green's Fruit Grower...	125,000	.50
Inland Farmer.....	57,000	.25
Western Farmer.....	30,000	.15
	1,392,000	\$6.55

Write for rates and detailed circulation

J. C. BILLINGSLEA
Western Representative
816 First National Bank Building
CHICAGO, ILL.

A. D. M'KINNEY
Third National Bank Building
ST. LOUIS, MO.

A. H. BILLINGSLEA
Eastern Representative
1 Madison Avenue
NEW YORK
R. R. RING
Globe Building
MINNEAPOLIS, MINN.

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.
VOL. XXIV

NO. 11



SEPTEMBER
1912

Published at
AUGUSTA, MAINE

SEPTEMBER COMFORT

brings its advertisers the fall trade of the busy, thrifty, rural housewives who can their preserves from home-grown fruits

*Special Low
September Rate
\$4.00 a Line*

Preserves and canned vegetables that are costly necessities to city people cost farm families almost nothing, many even putting up a surplus to sell. This is one of many ways, impossible to city folks, in which COMFORT'S farmer readers meet and beat the high cost of living and save more ready cash to buy advertised goods than most salaried men can. Our regular rate of

*\$5.00 a Line is in
effect for October*

Don't miss September COMFORT, your last chance to reach the monied farmers at our special advertising rate.

September forms close August 15.

Apply through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

HOW THE ADVERTISING REPRESENTATIVE IMPRESSES ME

A FRANK CONFESSION OF THE INFLUENCE THE SOLICITOR HAS ON THE SPENDING OF ONE BIG APPROPRIATION—THE SOLICITOR MUST KNOW BOTH HIS MAGAZINE AND THE BUSINESS OF THE HOUSE WHOSE PATRONAGE HE WANTS—THE STORY OF THE "BLACK RAT" SOLICITOR — GOOD REPRESENTATIVES ON INCREASE

By Truman A. De Weese,

Director of Publicity, Shredded Wheat Co.

For eight years I have been spending an average of two hundred thousand dollars a year for advertising Shredded Wheat, but I think I can say frankly and without undue egotism that no periodical representative or solicitor has ever influenced that expenditure in any way—indeed I do not recall having been deflected from the straight and narrow path of a well defined advertising policy by any representative of any publication.

In the case of newspaper advertising it has happened on three or four occasions that a special agent has shown me where I got in wrong in some town where I was not familiar with the local situation and where conditions have changed since I was in the newspaper business. But in most instances where I have been in doubt as to the adaptability of a certain newspaper for advertising our particular product I have relied upon our advertising agency in New York to put me right. In the matter of weekly and monthly periodicals, however, I have rarely met a representative or solicitor who could give me any convincing reasons for making changes in, or additions to, a magazine schedule already compiled and adopted.

Now, the only deduction from all this is that I have allowed my pig-headedness and self-conceit to deprive The Shredded Wheat Company of representation in periodicals that would have

yielded tangible returns. My self-satisfied assumption of superior judgment and intelligence in this matter is keeping Shredded Wheat from millions of possible consumers. These are the natural reflections of the magazine representative as he reads these lines. He has a feeling of mingled pity and contempt for the advertising director who thinks he knows it all.

But I have been asked to tell frankly and honestly my relations to periodical representatives and my notions as to their qualifications for the work of impressing the advertising manager or director with the value of their publications as advertising mediums. Frankness and freedom of expression are what we need in the advertising business. I long ago made up my mind that whenever I did snatch a few minutes from my bucolic pursuits at "Hill-Top Farm" or from my work at "The Home of Shredded Wheat" to write for PRINTERS' INK or any other publication I would write exactly what I believe. There is too much fulsome flapdoodle in the advertising business—too much pretty persiflage to tickle someone's ears—too much blue sky that is intended to flimflam the advertiser. Let us get down to brass tacks. I am not in the "advertising business." I am merely spending the money of a big corporation in an effort to create a demand for their product. I can afford to say what I think, and I hope no magazine representative will be foolish enough to take offense at it.

After eight years' experience in advertising Shredded Wheat products I have listened to all sorts of representatives of all sorts of periodicals and I have finally come to the conclusion that the average periodical representative does not know as much about his publication as I do. (Appalling conceit!) He has not been "connected" with it as long as I have. In some instances he has not been on the job more than three months. He has just been "assigned" to that territory. He is not yet familiar with the

clientele of the magazine he represents. He does not know its literary or editorial characteristics. He never made a study of the product we are manufacturing. He does not even know how it is made. He never visited our factory. He does not know the "selling arguments" behind the product. He does not know our "line of appeal." He does not know the kind of people who eat Shredded Wheat. He knows nothing about our methods of distribution. He does not know whether we sell direct to retailers or through jobbers. He does not know whether our distribution is national or confined to certain states or sections. He was told by the "house" to call and see us. He has done as he was told; he will now go out and have a look at the Falls.

Now, I hope it will be conceded that I know more about Shredded Wheat than the periodical representative. Now suppose, for the sake of argument, that I know more about his magazine than he does. By this I mean the editorial character of the publication and the kind of people who read it—the only factors that enter into the consideration of its value as an advertising medium. What can the representative tell me that will be of any value to me in arranging a schedule of magazines for advertising Shredded Wheat?

So much for my relations with advertising representatives and solicitors. It just happens that I have been making a study of these periodicals for many years. My former business made it incumbent upon me to post myself as to the editorial scope and literary style of these magazines and in this way I have formed definite ideas as to the kind of people who need each publication. I happen to know what kind of people can usually be persuaded to eat Shredded Wheat products. I have learned what kind of homes are most responsive to our educational advertising. I may be wrong in some of my assumptions, but so far no periodical representative has been able to

Men and Women Who Demand

the latest and most reliable news of the world's doings, also demand the latest in reliable merchandise.

They know that the reputation of an advertised article is backed by quality. And with the readers of "Current Literature" quality, rather than price, is the first consideration.

One important *demand* has more influence on a dealer than twenty, unimportant *inquiries* for your goods.

Current Literature Magazine

140 West 29th St., New York
317 Fisher Building, Chicago, Ill.

shake these convictions with any kind of proof.

Knowing your own product, knowing the kind of people who use it and knowing the kind of people who read each publication—what other information is necessary to enable an advertising director to wisely expend a given advertising appropriation?

But now let us suppose that I know nothing about the publications whose merits it will be necessary to consider before compiling a magazine schedule. Let us suppose I have a reasonably thorough knowledge of the products I am advertising. I have an appropriation from the Board of Directors with which I am expected to create and enlarge the market for Shredded Wheat products. What sort of a man is most apt to impress me with the value of his publication as an advertising medium for our products? What should be his intellectual equipment and what kind of special information should he possess?

Here comes a representative of the *Black Rat*. He sends in his card. I am very busy writing a letter thanking Mrs. de Puyster of Oshkosh for the privilege of using the picture of her fat cherub in our advertising (the little rascal never ate any Shredded Wheat). But I know the representative of the *Black Rat* was instructed to come and see me and that he must make a report to the house, and so I let him in. I listen to his story for a few minutes until it becomes plainly apparent that he knows nothing about our product and has only been connected with the *Black Rat* for a few weeks. He has circulation figures tabulated by states and neatly done up in a leather portfolio. But I am not buying "circulation"—and he cannot sell it to me if I did want to buy it. "Circulation" is not a tangible commodity to be sold like wheat. He could not guarantee that any certain or definite percentage of his "circulation" would ever see our advertisement—therefore there is nothing tangible about the thing he proposes to

sell. He cannot give me the information I would naturally want—the mental character, financial ability or social status of the people who take his magazine; nor can he give me an idea of the editorial character or literary make-up of the magazine. He does not know our product; he does not know whether its consumption is confined to children or grown-ups. In fact, for all he knows, its uses may be confined to toothless suffragettes or wooden-legged men. All he knows is that he "wants a slice of our advertising appropriation."

And so he departs without having made a dent in my opaque cerebrum—or my appropriation. So far as I am concerned he is in the same class with the solicitor who tries to get me to "take space" in theatre programmes. The fact that people cannot be made to think of "breakfast foods" at a theatre cuts no figure in his mental calculations. He does not give me credit for knowing that the short intermission between the second and third acts of "The Follies of 1912" is not the psychological moment for interesting the audience in the choice of a cereal for breakfast. He merely wants me to "take space" in the theatre programme. He is, therefore, merely a "solicitor."

Sending out these callow youngsters "to get advertising" is an expensive farce. A publisher has no right to ask an advertising director to give up his time to listen to them. Some advertising managers refuse to see them—and they are clearly within their rights. It stretches the obligations of courtesy to an unreasonable length. They have no arguments to present that could claim the attention of the intelligent advertising director who has something to do besides smoke and talk.

In arriving at an intelligent idea as to the proper function of a periodical representative it is pertinent to ask the question: What has the representative to sell? What has he to offer the advertiser?

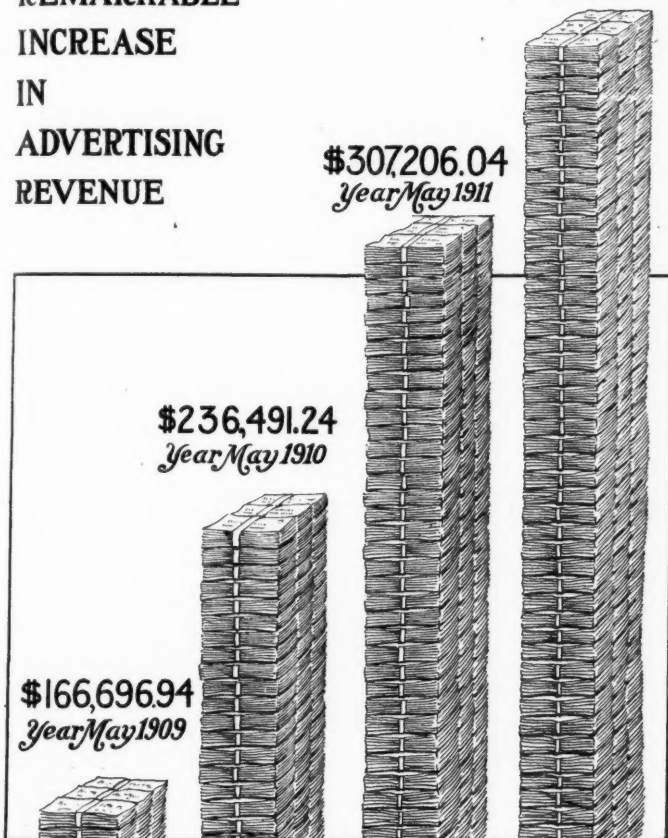
**REMARKABLE
INCREASE
IN
ADVERTISING
REVENUE**

\$358,006.75
Year May 1912

\$307,206.04
Year May 1911

\$236,491.24
Year May 1910

\$166,696.94
Year May 1909



93 per cent of the Christian Herald's really guaranteed net paid circulation of 300,000 is subscribed for.

Its average subscription renewal of 86 per cent for a period of years has not been equalled by any other general periodical of national distribution.

57 per cent of the advertising carried during 1911 was not carried by religious publications as a class.

H. Reed

Advertising Manager.

As a matter of fact, I contend he hasn't anything to "sell." Let us get a rational view of his relations to the publication. He is not selling mere "space." No advertiser who has brains of three-Guinea-pig power wants to buy "space" as a commodity. He wants to buy the opportunity to attract the attention and interest of the people who take a magazine. The value of that opportunity is affected by the number and quality of the readers and the editorial influence and prestige of the publication. The question is: Does the publication go to the kind of people who are possible consumers of the commodity to be advertised, and has it any influence or standing with its readers?

Having answered this in the affirmative, it is up to the advertising director to present his proposition in such a way as to interest and convince the largest possible percentage of those readers. You cannot hope to interest all of them. A certain percentage will never see your advertisement. You have merely purchased the opportunity to divert their attention away from the main body of reading matter in the magazine.

Having considered the deficiencies and delinquencies of the average "solicitor" of advertising, it is not difficult to conceive of a periodical representative who has mastered his proposition in such a way as to give an advertising director an intelligent idea of the merits of his publication as a medium for advertising his particular product. I think the word "solicitor" would be a misnomer when applied to such a representative. I do not believe in "soliciting" advertising. I think the business of a publisher's representative should be to present the facts regarding the number and kind of readers who take the publication and the possibility of their becoming consumers or purchasers of the product you are advertising. The kind or quality of readers is much more important than the number. If the quality interests you and appeals to you, the size of the circu-

lation and the price per page are of minor consequence. No man can tell you exactly what a page in a magazine is worth to a particular commodity that is sold through the trade. If the subscription list embraces the very class you want to reach, the space may be worth to you ten or a hundred times the regular rate that is charged. You cannot figure the value of advertising the same as you would figure the price of cotton or wool.

THE FUNCTION OF THE REPRESENTATIVE

The business of the periodical representative should be to present the merits of his magazine with reference to your product. He can do this intelligently and convincingly only as he possesses a knowledge of these five things: (1) The kind of people who read his magazine; (2) its editorial tone, influence and literary style; (3) the kind of people who are possible consumers of your product; (4) the plan of distribution by which your product is marketed; (5) the question of its distribution — whether national, world-wide or in certain well defined sections.

Having presented a carefully prepared proposition along these lines, the magazine representative is in shape to expect favorable consideration. He has told the advertising director the things he would like to know—if he does not already know them. He is the representative of an opportunity for the advertiser. He is not a "solicitor."

I have met some representatives of this kind. A very few publications pay enough salaries to hire them. It is a pleasure to receive them and talk with them. Their number is gratifyingly on the increase.

WOULD HAVE TELEGRAMS FILED

Congressman Cary, of Wisconsin, has filed with the Interstate Commerce Committee of the House a statement relative to a bill he has introduced in which he would require telegraph companies to place the time of filing telegram on the messages, so that the recipient at the delivery point would know exactly how long had been required in the transmission of a message.

*This
for
You*



*Beautiful
catalog
effects in*

Send for your free copy and keep it handy. This attractive book of samples will solve many a catalog problem.

LEVANT COVERS

7 Colors

Gray
Red
Coffee
Yellow
Green
Blue
Black

One Size, 20 x 26
One Weight, 70 lbs.

This new and beautiful line of covers enables the printer and bookbinder to produce rich and novel results never before attainable.

Unusually striking embossed and stippled effects in black and gold can be secured.

Levant Covers have the strength and inexpensiveness of the famous Princess line of cover papers.

Write today.

C. H. DEXTER & SONS
Windsor Locks, Conn., U. S. A.

HOW A GAS COMPANY MET CHEAP COMPETITION

FINDING THAT CHEAP BURNERS SOLD BY PEDDLERS AND OTHERS WERE HURTING THE REPUTATION OF THE CORPORATION AS GIVERS OF SERVICE, A HURRY-UP LIGHTING FIXTURE SELLING CAMPAIGN WAS PLANNED AND EXECUTED—HOW THE COMPANY'S SERVICE MACHINERY WAS TURNED INTO A SELLING FORCE—THE PART PLAYED BY THE ADVERTISING—FROM ADDRESS BEFORE MILWAUKEE CLUB

By F. P. Kelsey,

Advertising Manager of the Milwaukee Gas Light Company.

One of the things that hurt our business was the competition of the cheap, inferior incandescent lamps, sold by hundreds of peddlers and others, who are selling lamps and mantles for the profit only in the single sale.

The trouble is that lamps, mantles, and glassware look so much alike to the consumer that he cannot see where there is much difference between a sixty-nine-cent inverted lamp and one for which we charge \$2.25.

With the entrance of the inverted light we found an acute condition confronting us. We discovered that we must find some way to displace these inferior lamps, as our service would be almost entirely judged by the results the customer got through the use of these inferior appliances.

How to meet the situation was the next question. We wanted to get in touch with every home in the city. We wanted the confidence of our customers, because we deserve it. After much thought we decided to use what is known as the "New Reflex Welsbach Inverted Light." Our experience with the standard Reflex lamps had been very satisfactory, and we were satisfied that the new lamp, being an improvement over the Reflex, was just the thing we were looking for.

Briefly, the plan of our campaign was as follows:

We secured a force of special men. At one time we had as

many as fifty men selling lamps. We instructed them all on the construction of the lamp; how to install it; the troubles likely to be encountered, and how to overcome these troubles.

We then explained the plan of selling these lamps in detail, and the contract and order forms were gone over thoroughly. We dwelt on the selling points connected with the lamp, and the benefits to the consumer; possible objections of the customer were also discussed, and answers to these objections brought out.

The men were told to what extent the campaign would be placed before the public through advertising.

We sold the lamp for \$2.25, allowing the customer to make



AN INTRODUCTION FOR THE SALESMAN

three consecutive monthly payments of seventy-five cents. Each month the amount due was noted on the regular gas bill. We also guaranteed the lamp against breakage for a period of three months from the date of sale. You will note that *no money* was requested *down*.

The campaign was started on December 10. We tried out our plan in a limited area, eliminated the weak features, added new ones, and then started in on a

large scale, with our newspaper campaign.

The work cut out for the advertising department was first to place as many definite inquiries as possible, each of which practically meant a sale, in the hands of the salesmen. Second, to make it possible for our men to gain entrance into the homes of our customers by giving wide publicity to this campaign through the public prints.

This was necessary because we had not heretofore carried on a campaign of this exact nature, and people were not sure that these men were from the Gas Company.

We held meetings to get the most out of comparison of experiences, to get data and information on which to shape subsequent advertising appeals, and to keep the men enthused to the boiling point.

"Watch for the man with the Reflex box" was the phrase that we coined and used through the better part of our campaign, till even the boys on the streets were yelling it at our men as they

passed with their bundle of boxes. The spectacle of forty to fifty men starting out from the office every morning with their bundles was of itself a big advertisement.

We were enabled to place our direct advertising to good advantage, for our intimate association with our customers permits us to keep complete and accurate lists of prospects, so that every piece of printed matter sent out by us should reach the person who is in the market for the thing advertised.

In this particular case every one of the 78,000 accounts on our books was a prospect. We took advantage, therefore, of the organization offered, full grown, in the person of our meter readers, who distribute all of our gas bills. Taking advantage further of the fact that every customer looks at his gas bill at least once, we made our message in the form of a sticker, over the face of his bill.

Besides outlining our proposition as simply and plainly as possible, we wished to devise some means of getting a direct and im-

In the Central West

IT'S ST. LOUIS—4th city in population, and gateway and distributing point to the Southwest. **OUR POSTER PLANT GETS RESULTS. Try us.**

ST. LOUIS POSTER ADVERTISING CO.

P. J. McALINEY, President

ST. LOUIS

MISSOURI

mediate rise out of as many customers as possible. We did this by making the piece a post-card "sticker."

The sticker was one of the best advertising mediums we have ever used. Return post-cards, practically every one of which has resulted in a sale, have represented over four per cent of our total sales.

We have three districts for distributing gas bills, the distribution being made at intervals of ten days. We began the sticker distribution on January 20, and ended on February 10. We received as many as seventy cards in one mail.

The special "Reflex" men were busy on their routine canvass, under the system outlined. These return post-cards, therefore, were handled by our regular representatives, each man taking the cards that fell to his territory. It was a slack season for them, for you will remember how bitterly cold the weather was in January and February. Each representative was allowed twenty cents on each lamp sold through these post-card prospects. In many cases, four or five lamps were sold on one card.

In our newspaper ads we inserted coupons in order to get as many direct requests as possible for calls by the salesmen. The number of these was disappointing, although we might say that the thorough distribution afforded by the sticker made the newspaper campaign work against odds. Besides that I am not so sure how many people would take the trouble to cut out a coupon, especially if they knew that the men who were selling the commodity they were looking for might be expected to call at their door.

You will see how, in our newspaper copy, we aimed to show how general was the application of the "New Reflex" lamp to all the needs of the home. We also sought simple but graphic illustrations of the points that appeal to the consumer's pocket-book, and his desire for comfort.

Perhaps the method of our attack can be best explained by reading the subject matter on our sticker. It is headed thus:

"No Money Down, 3 Months to pay for the 'New Reflex' Inverted Light."

On the first page below this heading, "The Gas Company agrees to replace, free of charge, any mantle, chimney, or globe broken within three months of date of sale. Send us the post-card, inside, and a man will call to show you one of these lamps.

Then on page 3, our proposition is stated in detail as follows:

The "New Reflex" Inverted Light Cuts Down Gas Bills, is the heading. Then, "The New Reflex" Gas Light gives four times as much light as an

Weigh well this comparison



YOU are entitled to good measure. You should get the best results possible from the gas used for lighting your home. There was a day when the open flame gas burner was the best method of illumination. Incandescent gas burners have revolutionized the art of lighting. They give a great deal more light, and better light, at a great deal less cost, than can be obtained by any other method of lighting.

Try the "New Reflex"

The "New Reflex" equipped with self-lighting attachment (no matches) and with "Vero-Kross" globe, gives five-candle-power light, at a cost of only one-third what an open flame, that is, a globe eight times as much light for a cent as an open flame does.

This lamp complete at \$4.25, or 75 cents a month, for three months, with your gas bill. *We guarantee to replace free of charge, any mantle, chimney or globe sold under this offer, which may break within three months of date of sale.*

Milwaukee Gas Light Co.

A lighter flame is not the advantage. It is the power of the light that counts.

FROM THE CONSUMER'S STANDPOINT

open flame burner, and uses about half as much gas, or expressed otherwise, the same amount of gas will give eight times as much light burned in a Reflex, as it would with an open flame burner. We are recommending a lamp which uses little gas, because we believe it will increase our business.

We believe it will cultivate a desire for better light, and for more light. We believe that since this light is on the market people will use gas for lighting who are not using it now.

This is our offer to you:

Simply tear off and mail the attached post-card. We will send a man to show you one of the 'New Reflex' Inverted Lights. We will then add 75 cents to your gas bills for three months, making \$2.25, the price of the lamp.

A self-lighting attachment is included. No matches are needed. We also guarantee to replace, free of charge, any mantle, chimney or globe,

The Real Basis of Successful Advertising

One of our clients said to me the other day, "Why are some advertising campaigns successful when others that look just as well, are failures?"

Here is the answer:

"An advertising campaign, to be successful, must be based upon some feature or features in connection with the merchandise which the advertiser **exclusively controls**. If this feature or these features are good ones, the general public can be **educated to demand them** and to regard the merchandise as **incomplete** without them. This will bring large returns to the advertiser and will make his advertising profitable. To advertise features that every competitor can offer may make good looking advertising, but it will not bring the right kind of results."

THE INLAND ADVERTISING AGENCY of Chicago is rapidly growing because our method of finding or inventing **exclusive selling features** and developing these to the point where they place our advertisers in a class by themselves, is proving **highly profitable**.

You may never have looked at advertising from this point of view. Get some new ideas by writing for our circular entitled "The Perfect Selling Plan." We want to get in touch with high class advertisers who will appreciate careful attention and personal service. The very excellent accounts we are now handling are our best recommendations.

Let us hear from you.

C. L. WATSON, President,

The Inland Advertising Agency

Newspaper, Magazine and Outdoor Advertising
— Complete Selling Plans —



505 McCormick Bldg.

CHICAGO



which may break within three months of date of sale.

Watch for the Man with the Reflex Box.

We feel strongly that this is the best way of giving our customers good service. We feel that it is better to acquaint them with definite, concrete facilities, easily within their grasp, for getting 100 per cent efficiency out of the gas they burn, than to give them a little Sunday School talk every day, about how warmly we feel toward them, and how much we desire to give them good service.

A bit Utopian, you say, to believe that it will increase our business to cut down the amount of our product consumed—that it cultivates a desire for more and better light—that people will use these lights who are not using gas for light now.

We do not find it so. We find it good business, and all permanently successful modern business is conducted that way. The spirit of value for value, of fair play, dominates.

Now here was a business that was being developed by the Gas Company's advertising, and all dealers were indirectly benefited in so far as they handled the same grade of appliances, which have become standard for quality. Unfortunately in some cases the manufacturers of cheap burners and mantles sent their men here, knowing that the Gas Company was doing a large amount of advertising, and endeavored to dispose of this cheap stock to anyone and everyone they could induce to purchase. And we regret to say that some dealers were induced, possibly by false representations on the part of the manufacturer, to put out a fifty or sixty-cent burner, as purporting to be exactly the same as was being advertised at \$2.25. Through their policy they were causing dissatisfaction with the Gas Company, by making the people think that we were charging an outrageous price for what could be bought elsewhere for one-half the money.

I have here an advertisement containing a cut purporting to be the "New Reflex," and in which these statements are made. "The

much advertised \$2.25 arc lights can be had at this store at a big bargain, \$1.25. This is the light that is extensively advertised in all the Milwaukee papers just now. The lamp is advertised at \$2.25. We quote our patrons something like a fair price on these lights, \$1.25."

And one, by a very short trial, will discover that the "just-as-good" quality claimed for the substitute is simply not there at all.

Naturally we objected to this style of advertising, both from the standpoint of the wrong impression that was being built up in the minds of the people, and more so, because the cheaper burners were practically worthless, and every purchaser would not only condemn the Gas Company for "poor gas," but would be a bright prospect for the electric light solicitor.

It was this difficulty which our campaign succeeded measurably in overcoming, after we had explained the matter to consumers through the various direct and indirect mediums of communication.

NEW MEMBERS OF THE A.N.A.M.

J. T. Conkey, general manager and treasurer, the G. E. Conkey Company, 2056 E. 4th street, Cleveland, O. Poultry and Stock Remedies, Disinfectants, etc.

Franklin W. Doliber, president and treasurer, Mellin's Food Company of North America, 221 Columbus avenue, Boston, Mass. Mellin's Food, Mellin's Food Biscuits, Mellin's Food Chocolate.

L. W. Ellis, publicity manager, M. Rumely Company, Laporte, Ind. Power-Farming Machinery.

Sidney R. Feil, president, the S. R. Feil Company, 5912 Central avenue, Cleveland, O. Live Stock Remedies—"Sal Vet."

Adam Haskell, manager specialty department, Valentine & Co., 456 Fourth avenue, New York. Varnishes and Colors.

R. E. Tweed, advertising manager Welsbach Company, Gloucester, N. J., vice R. F. Baldwin, resigned.

Robert R. Updegraff, advertising manager, Daniel Low & Co., Salem, Mass. Jewelry and Silverware.

GEORGE YOUNG WITH MORGEN JOURNAL

George Young, formerly of Biggs, Young & Shone and recently with the American Sunday Monthly has been made advertising manager of the N. Y. Morgen-Journal.

One Big Leak In Advertising That Can Be Stopped

There's a certain amount of waste in *every* advertising campaign conducted—there *always has been*—and *always will be*—but—this unnecessary waste is being materially reduced (due to intelligent co-operation between publishers and advertisers).

Here's *one* instance of *known* waste, which facts gathered by us have established:

In the North Central States, comprising

**OHIO
INDIANA
ILLINOIS
WISCONSIN
MICHIGAN
KANSAS
IOWA
MISSOURI**

there live 1,747,536 farm families, or about 7,000,000 persons who require food, clothing, housing, and the tools of husbandry. It has been taken largely for granted, that a list of state papers "covers" these prosperous states.

But do they? Let us see.

In these eight states, there are 1,747,536 farm families. The so-called state papers reach about 600,000. Or in other words they *fall short* 1,147,536 prospects of "covering" the farm families in these eight states.

There is no list stronger or better than the state paper list, so far as their circulations extend. **FARM NEWS** fits in with such a list when it is the intention to cover the North Central States as no other agricultural paper does.

If you contemplate a campaign in these eight states, it is clear that you can *not*, without *enormous waste*, tap these 1,147,536 farm families by using farm papers of national circulation, while on the other hand, at least a quarter-million of these 1,147,536 families to whom the state papers *do not go* can be "trade-influenced" by

FARM NEWS

whose circulation is *concentrated* in these eight states. **Farm News** line rate (\$1.00 flat) is lower per line per thousand than most of the agricultural papers, and is further strengthened by the fact that being a monthly, it has a *longer life* in the homes of the farmer.

If you would like to know what the annual net incomes of these farmers are—what per cent of them own their farms—and what articles they are in the market for, address

THE SIMMONS PUBLISHING COMPANY
SPRINGFIELD, OHIO

Advertisers Pick Their Best Trade-Paper Ad

Improvement in Quality of This Class of Copy Distinctly Apparent — "Best" Ad Often a Matter of Faith, but Others Have Results to Show — Why Manufacturers Believe These Ads Are the Best

The past year has witnessed more good trade and class journal copy than did any previous year. Evidence is steadily increasing that manufacturers are taking their space in trade journals much more seriously than they once did. As the former doctrine of "forcing the dealer" lost vogue, arose the realization that the co-operation of the dealer was a mighty valuable thing to have. A policy of cultivating instead of bullying the dealer, called for a more telling use of space in trade journals. PRINTERS' INK requested a number of users of space in trade and class journals to choose the ad which seemed to them the best of the past year. The replies, summarized below, clearly indicate that these houses have seriously studied how to make this advertising really effective.

W. N. Bayless, advertising manager of the Conklin Pen Manufacturing Co., Toledo, Ohio, states that the ad reproduced herewith was the most profitable from the dollar-and-cent standpoint. He says:

"You will note that this ad has a corner coupon for the merchants to use in replying. To that corner coupon we traced enough direct results to more than pay for the space in all the papers on our list. By this means, we got all of the advertising or indirect results without cost. Moreover, we were able to distribute our Sales Help Plan to a great many more dealers who did not necessarily place an order with us.

"The reason we think this is the best trade-paper advertisement we have ever used is this: I believe that when all is said and done, and you get down to the final analysis of the matter, what dealers want to know from a manufacturer's trade-paper ads is what his chances are of selling the goods. I do not believe that he cares so much what the goods look like, what their intrinsic worth is, nor even what their price is—what he wants to know is whether or not he can sell them. I firmly believe that if a manufacturer's goods are honest,

that he will never experience the slightest difficulty in selling them to merchants, provided he shows the merchants a practically sure way of selling those goods. It is



Double Your Spring Fountain Pen Sales at Our Expense—

—by sending for this Book
It's FREE

Every aggressive and progressive merchant, alert to discover ways and means to boost his sales and at the same time, decrease his cost of selling, should send for this unique business-building book, entitled:

"A Plan to Double Your Spring Fountain Pen Sales at Our Expense"

It gets right down to "brass tacks" in the very first paragraph and shows you how to bring the people in to your store—what you want to know. Its clear meat all through, from cover to cover. It certainly speaks up your sales on

Conklin's Self-Filling Fountain Pen

It has been pronounced "the most remarkable fountain pen-selling plan for dealers ever launched by any manufacturer of fountain pens in the history of the business." Nothing like it has ever been thought of, much less attempted, by any other pen manufacturer. There is no other plan which could be a close competitor.

This is a plan that will force the fountain pen business in your store on your store. Write for a sales-right now—before you buy this great plan and forget it. The request will not obligate you to buy.

The Conklin Pen Mfg. Co.
100 South 10th St. Toledo, Ohio, U. S. A.

This Plan is contained in a large 14 page book, and will immediately present to three colors on heavy standard stock and profusely illustrated. It is a line to all dealers who ask for it. Drop us a line or fill out and return before our general edition of the book is mailed, so hurry.

(Use this)

The Conklin Pen Mfg. Co.
100 South 10th St. Toledo, Ohio
Conklin's—Fountain—displays in your store
and your business-building book is enclosed with it.

Yes _____
Name _____
City _____
State _____
Post _____

TELLING THE DEALER HOW TO SELL PENS

a rather sweeping statement, but I believe that the merchants will gladly buy any worthy article they feel sure that they can sell.

"All right. That is simply preliminary to stating why we think that the attached is the best trade ad we ever used. We think so because this ad devotes its entire self to telling the merchant *how* he can sell Conklin Pens—not what the pens are, nor their prices, nor how good they are, nor what satisfaction they will give his customers—but how we will give him sales assistance that renders it practically certain that he can dispose of the pens.

"The dealers in our line already know that the Conklin Pen is one of the high-grade pens on the market—they know that it is backed by an iron-clad guarantee, which in turn is backed by one of the best and most responsible factories in this field.

"Therefore, they have no fear of the goods—what they want to know is: Is there enough demand for the Conklin Pens to enable me to turn over my stock rapidly?"

Harry H. Lunt, treasurer of the

Wonalancet Co., Nashua, N. H., hesitates to select any one piece of copy. But he has no doubt



ONE OF A NOTEWORTHY SERIES

about the value of one series, all featuring a girl, whose picture

The NEWS-LEADER goes into nearly every Richmond home

And, naturally, is the paper consulted by the family buyers when they want to shop.

It has the largest circulation.

Its circulation is sworn to.

And it's the paper local advertisers head their lists with when they get ready to advertise.

KELLY-SMITH CO.
220 Fifth Avenue
New York

KELLY-SMITH CO.
Peoples' Building
Chicago, Ill.

was handled in various clever styles. He says:

"The 'girl' emphasizes the point that the weave in the cloth shown in the reproductions has appealed to woolen manufacturers particularly.

"Our advertising is entirely along the line of publicity work. It is impossible to key any ad for results, but in all the advertising talks which representatives of this company have with the various woolen mills in the United States, mention is more often made of these girl model ads than of any other. Ads of this nature so far as textile advertising is concerned originated with this company.

"We have also a series of late advertisements which we have been running of an entirely different nature. These have been run as an experiment and really haven't had a chance to show their worth as yet. Ads which appeal to us from artistic stand-

"We are enclosing herewith copy of a two-page advertisement which appeared in the trade-papers in March, and which, by the volume of responses received and comments accorded to it, has proved to be the best advertisement we have yet issued in the trade-papers.

"An interesting development in our trade-paper work, which by its nature is directed towards stimulating interest among dealers, is that while advertising of the type of the enclosed appeals in the publications themselves, the type which makes the strongest appeal when sent through the mail is of the nature shown in the enclosed form letter.

"Why this should be the case is rather hard to determine since the advertisement itself is of the 'reason why' brand and expatiates the principles of Franklin construction and dwells upon the success achieved by the Franklin car, whereas the story reaching home

Franklin Air-Cooled Motor

The Final Choice of Men Who Know

Engineers are the first to buy the Franklin. One prominent owner writes for years the designer of a leading water-cooled car.

Others include the most familiar names in scientific circles—engineers, inventors, trained men in mechanical offices.

There is only one reason for this choice. The Franklin air-cooled motor is the logical development of the automobile motor. Its construction is scientific.

It is simpler than other motors. It is more efficient.

Why the Franklin Is Alone in the Field

The line of least resistance is the motor way. To put a water jacket around a cylinder is a quick way to get cooling—and the average motor works.

But to keep up to water is added complication—and the piping and radiator would foul. The water-cooled motor of today has the same trouble, and always will have.

Franklin engineers foresee that an automobile would be expected to give service free from motor trouble all the year around.

The solution was to cool by air.

Air would not freeze—there would be no ice, no complication.

The Franklin motor has made good for ten years—that is the best proof of how well the Franklin engineers did their work.

And the Franklin motor is better now than ever before because it has been refined and developed along one definite line.

These Figures Show the Reason Why the Franklin Excels

27 miles on one gallon of gasoline—this world's economy record belongs to the Franklin.

36.1 miles on one gallon of gasoline—another world's record for the Franklin. 120 miles carrying ton and one-half ton at a cost per ton mile of .004 at a run—an estimate record for the Franklin truck.

The Franklin motor operates at the temperature of highest efficiency for gasoline motor.

It gets more power from the fuel.

It gets greater mileage per gallon of gasoline.



Absolutely the Only Cooling System that Regulates itself

Cooling with the Franklin is regulated by the wheel—it is a motion law.

The faster the motor turns over the greater the quantity of air drives down around the cylinders.

Cooling is proportional to the amount of heat generated.

It does not depend on the forward rush of the car—nor on a supply of water—nor on outside temperature.

As long as the motor runs it must cool.

The amount of cooling on the Franklin is a measurable quantity—that is the best proof of its superiority.

When the motor is running at full speed 2000 cubic feet of air pass over the cylinders every minute. This air travels at a high rate of speed.

The heat is literally wiped away.

And the supply of cooling medium never dries out.

Automobile Buyers Demand Proper Design

There has been no change in Franklin air cooling.

The application of the air current to the cylinders has been made more direct and is better controlled—but the principle is the same.

The Franklin principle of construction has been right from the first.

Now the man who is tired of cooling a cooling system of making an air-cooling system—of making the motor to prove overworking, says:

"It's got to be Franklin."

Send for These Booklets

When Hubert Marvin writes a book, great his opinion of an automobile, what he says can be relied upon. Read "An Option of the Franklin by a Man You Know."

A newspaper interview given one by Hiram Percy Marvin does not need to be advertised to carry conviction with it. Send for "Hiram Percy Marvin—An Official Career."

And then there's another interesting little pamphlet, "The Franklin Engine."

We will be glad to mail these to you.

FRANKLIN AUTOMOBILE COMPANY

The Franklin Line	
Model 10	27 miles
Model 12	36.1 miles
Model 14	40 miles
Model 16	45 miles
Model 18	50 miles
Model 20	55 miles
Model 22	60 miles
Model 24	65 miles
Model 26	70 miles
Model 28	75 miles
Model 30	80 miles
Model 32	85 miles
Model 34	90 miles
Model 36	95 miles
Model 38	100 miles
Model 40	105 miles
Model 42	110 miles
Model 44	115 miles
Model 46	120 miles
Model 48	125 miles
Model 50	130 miles
Model 52	135 miles
Model 54	140 miles
Model 56	145 miles
Model 58	150 miles
Model 60	155 miles
Model 62	160 miles
Model 64	165 miles
Model 66	170 miles
Model 68	175 miles
Model 70	180 miles
Model 72	185 miles
Model 74	190 miles
Model 76	195 miles
Model 78	200 miles
Model 80	205 miles
Model 82	210 miles
Model 84	215 miles
Model 86	220 miles
Model 88	225 miles
Model 90	230 miles
Model 92	235 miles
Model 94	240 miles
Model 96	245 miles
Model 98	250 miles
Model 100	255 miles

MATTER OF FACT IN COPY AND TONE

points are not always the ones which attract business, however."

The Franklin Automobile Co., of Syracuse, N. Y., has a "best ad" which has conspicuously proved its supremacy. G. H. Bryant, of that company, writes as follows:

through the direct mailings is the one which tells of the successes of the Franklin as shown by sales figures.

"We have always secured better results through a direct mailing campaign aimed at the trade list than we have through advertising in the trade journals even when



James M. Pierce

A New Circulation Guarantee 310,000 After October 1st, 1912

By being of great practical worth to the farmers of the Pierce field, keeping them up-to-date in all their farming methods, making their wives better house-keepers, encouraging their sons to follow agricultural careers and contenting their daughters with farm life, Pierce's Farm Weeklies are endearing themselves to the farmers of their separate territories to an extent accentuated by an increase of circulation over the last guarantee of 280,000, made some months ago, to 310,000, which amount will be guaranteed after October 1st, 1912, and always proven by Post Office receipts, if desired.

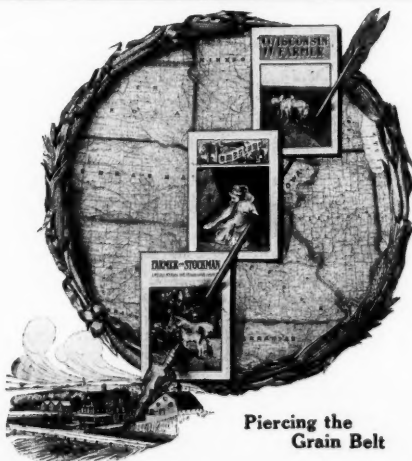
Pierce's Farm Weeklies

Iowa Homestead, Des Moines, Ia.	Est. 1855.....	140,000
Wisconsin Farmer, Madison, Wis.	Est. 1848.....	70,000
Farmer & Stockman, Kansas City, Mo.	Est. 1877.....	100,000

Total Guaranteed Circulation.....310,000

Again this year, as for several years past, the ten states covered by Pierce's Farm Weeklies, although constituting but one-fifth of the area of the United States, will produce, if current crop predictions materialize, one-half of the wealth created by agriculture.

CENTRAL OFFICE, DES MOINES, IOWA.



Piercing the
Grain Belt

the higher cost of carrying on the mailing campaign is taken into consideration.

"One thing is conspicuous about this two-page advertisement, and that is the absence of any attempt to secure a decorative or fanciful type treatment. The story is told in plain matter-of-fact type of layout and the only thing sought for in the type arrangement is readability. This, we believe, accords more nearly with the spirit of the trade journal itself.

"The man who reads the trade journal must be told something he wants to know before his interest is aroused.

"With our proposition it is necessary to repeat the reasons for Franklin successes and to constantly imbue the dealer with the idea which permeates this organization regarding the higher efficiency of our product. A constant reiteration of statements proving our claims is the only thing which bears fruit.

"We have found that the attitude of the reader of the trade journal is, Can I sell this product? This can be proved to him in two ways: first, by showing evidence of increased sales throughout the country, and the other by demonstrating clearly in the language of the dealer that the principles incorporated in the design of the car are those which in themselves make for a successful development of a selling organization."

D. B. Williams, advertising manager of the American Motors Company, Indianapolis, picks the ad printed herewith and says:

"This is the best puller ever used by the company, used in a consumer medium for its effect on the trade. The makeup or layout is faulty, but as the true measure of an ad is the results obtained, this ad has certainly proved itself to be the best. To begin with, it shows a complete and detailed statement of the monthly gain in sales over the corresponding months of the last season; that is, the result. The cause is apparent. Following this are a few short and concise state-

ments, stating briefly our arguments for the underslung construction.

"This ad will appeal not so

The American Underslung
A Remarkable Example of Cause and Effect

CONSUMER AD RUN FOR DEALER EFFECT

CONSUMER AD RUN FOR DEALER EFFECT

much to the individual purchaser, but will, in fact did, attract the attention of dealers, jobbers and other manufacturers all over the country. In addition the quotation from Emerson with a question mark following his name gave it widespread interest and we received hundreds of letters, some asking why we used the question mark after Emerson's name—as it was a settled fact that the quotation was his work—others asking why Emerson's name appeared, as they were equally positive that the quotation was not one of his. While most of these letters came from parties who were not interested in automobiles, or possibly did not have the purchasing power, it undoubtedly impressed on their mind the name "American Underslung" and gave us the opportunity of sending them a catalogue and literature which a great many in turn handed to some of their friends who were interested in automobiles.

"Not only for the reason stated above, but from the actual cash sales and increased business resulting from this ad, we consider it *the best*."

Facts every advertising man should know

What periodicals have gained and lost circulation during the last four years.

How weeklies compare with monthlies in this respect.

The actual circulation figures by year for each of the fifteen leading periodicals, 1908 to 1911 inclusive, and percentages, gain and loss.

The amount of business carried *month by month* for the last four years by these periodicals, and percentages of gains and losses for 1911 compared with 1908.

The number of consumers reached for one cent (with the same size advertisement) by each of twenty-four periodicals.

And, concerning LESLIE'S WEEKLY—How many retailers in each line subscribe—How much of its circulation is in public reading places and how much in homes—Each subscriber's occupation—Number of copies that go to each town, etc.

These Facts are in this book—

These books cost over \$5 apiece to prepare but I will be glad to send one gratis to any national advertiser or agency making a written request.

ALLAN C. HOFFMAN, Adv. Dir.
225 Fifth Avenue, New York



Milton Bejach, advertising manager of the McCaskey Register Co., Alliance, O., backs his selection up with this interesting statement:

"Our advertisement entitled 'Run Your Business Like a Railroad'



Run Your Business Like a Railroad

Every railroad runs its trains according to schedule. Every business should conform to a schedule. Unless you know just where you stand every day, you are risking a business wreck.

With this **McCASKEY SYSTEM** The End of Sluggish

will keep you in touch with every detail of your business. It will put at your finger's ends the things you ought to know.

It cuts out useless bookkeeping. It prevents errors. It prevents misunderstandings with customers.

It flags you at every danger point! It proves your loss in case of fire.

Before you can buy The McCaskey System we must know you need it, then it will pay you to install it. We'll tell you where and how and why you need it.

We shall not urge you to buy. We know a good deal about the value of a business. Come call on us today.

The McCaskey Register Co.
ALLIANCE, OHIO.

Representatives: The Fowler-Simpson Co.,
1900 Euclid Avenue, Cleveland, Ohio.
The Largest Manufacturers of Carbon
Copied Instructions in the World.



UNUSUAL APPEAL WINS DEALER'S ATTENTION

road,' is the best advertisement the McCaskey Register Company has run in the last three years.

"It is best, because it has produced better results. In the last analysis, the ad that draws inquiries and boosts business is the best advertisement, regardless of what may be said or thought of the illustrations, style or composition, or the copy itself.

"This advertisement pulled because the illustration suggests regularity, accuracy, precision. The headline, 'Run Your Business Like a Railroad,' suggests that a railroad is run accurately, and most of them profitably. The story told in the copy leads up to the thought that with the McCaskey System in a man's store his business can be run just as accurately and profitably and safely as a railroad. The illus-

SOME advertisers want to be in the band wagon—they are impressed by an agency's bigness. Some advertisers want an agency that flatters them by encouraging the advertiser in vanity and acreage advertising. But the advertisers we want to serve are those who want the kind of agency we are conducting—

A Service Agency That Does Not Take Competing Accounts

—an agency that solicits business from its immediate territory so that it may keep in close touch with its clients.

—that is large enough to handle very large accounts, but not so large as to be merely an advertising mill.

—that relies upon results to hold its accounts

—and that has had years of experience with all forms of publicity—Magazines, Newspapers, Trade Papers, Billboards, Street Cars and Direct Advertising.

If you are an advertiser interested in an agency that believes in Service and knows what it means, we shall be glad to see and talk with you.

The Fowler-Simpson Co.

General Advertising and
Business Counsel

1900 Euclid Avenue Cleveland

tration is unusual for account-register publicity.

"The copy goes a step further than does that of any other account-register manufacturer in that it lays emphasis on the fact that before a man can buy a McCaskey System, we must know that it will prove profitable to him, that it will pay him to use it.

"This year we have run no copy in media of general circulation. All of our copy is class or trade paper copy. This advertisement was inserted in grocery journals, hardware journals, meat

also, with its fast money making possibilities. It tells them about the wonderful things the Victor-Victrola has accomplished in the musical industry, which they know to be true, and it also gives them a hint of what we do for their benefit in the way of advertising; and further impresses on them the value of the Victor trade-mark.

"The illustrations are very effective, and at the same time full of business, showing as they do the complete line of Victor-Victrolas, the immense Victor fac-

The greatest musical center in the whole world

1898

Victor

Gramophone

This advertisement is one of the double-center pages which we use right along in the *Saturday Evening Post*. The cost of this space is \$8,000 for a single insertion, and yet this amount is insignificant when compared with the hundreds of thousands of dollars expended every year for Victor publicity. Magazines, newspapers, farm papers, are used month after month sending Victor business to Victor dealers in every part of the country, and making the Victor plant grow larger and larger all the time.

THE CENTER SPREAD OF A FOUR PAGE INSERT

trade papers, dry goods, general merchandise, also automobile, laundry publications, class and trade papers all of them. Our consumer is the dealer himself, hence our line of least resistance is through the trade paper."

The Victor Talking Machine Co., of Camden, N. J., finds that its best is a four-page insert. The center "spread" is shown here. H. C. Brown, the advertising manager comments as follows:

"This advertisement we believe cannot help but impress the merchants who should handle our line with its high quality, and

stories that supply these instruments, and the Victor trade-mark which guarantees the quality of all Victor products."

F. T. Joy, advertising manager of E. A. Mallory & Sons, Inc., Danbury, Conn., sends a "best" ad. He says:

"This is the best advertisement we have ever run in the trade papers. You will note that the illustrations are exact reproductions of actual photographs, which in our experience have proved much more effective than artists' drawings which do not appeal to the average man.

DO you sell *Wearing Apparel* or *Textiles*?

Can your present Advertising Agent tell you, off-hand, the difference between *woolen* and *worsted*—between *weaving* and *knitting*? Maybe, he couldn't even tell a *cocoon* from a *cocoanut* or a *bobbin* from a *bobolink*?

Being Specialists in Wearing Apparel and Textile Advertising, we know *your* business, as well as *our* business.

If in New York, 'phone "4444 Stuyvesant"

If in Chicago, 'phone "66 Harrison"

SHERMAN & BRYAN
Incorporated
ADVERTISING COUNSELORS
19 Fifth Avenue New York
Medinah Building
Chicago



THE ADVERTISING MEN of the nation who attended the Dallas Convention, acknowledge themselves amazed at both the developed wealth and the undeveloped certainties of the Great Southwest—and of St. Louis, Its Gateway

The trade journals of St. Louis, that are recognized as strong factors in this development, have the characteristics of other typical St. Louis institutions, in the quality of their products, in their deliberate progressiveness, the character of their personnel, their loyalty and service to their constituencies, and the national character of these constituencies, exemplified in the national, even the world wide distribution of St. Louis products. Therefore

St. Louis and Her Trade Journals are the Gateway to the Southwest

though these journals are as truly national in their distribution, their influence, their policies, as are the scores of manufacturing and jobbing institutions whose names, trade marks and products are known in the various trade fields throughout the nation.

Below you will find a list of these St. Louis trade journals. Consider it carefully. Single out the publication which most intimately concerns you. Get in touch with it at once for a better, more prosperous, more far-reaching business. These journals show the **highest average standard** of those of any city in the country.

AMERICAN PAINT & OIL DEALER	HARDWARE REPORTER
AUTO REVIEW	HARNESS HERALD
BUTCHERS' & PACKERS' GAZETTE	THE INTERSTATE GROCER
THE DRYGOODSMAN	MODERN MILLER
FARM MACHINERY	NATIONAL DRUGGIST
THE FURNITURE NEWS	SHOE & LEATHER GAZETTE
	THE SPORTING GOODS DEALER
	ST. LOUIS LUMBERMAN

St. Louis and Her Trade Journals are the Gateway to the Southwest



A certain periodical wants a man

The job cannot be described in a single word. Some publishers call him an "art manager," but that is a very limited description of his duties. He should be able to take charge of the physical appearance of the publication and realize some of its great possibilities without undue extravagance. He need be neither an artist nor a printer, but he should be a discriminating judge of the work of both, and especially be able to suggest to each something that when combined in the completed book will be distinctive and harmonious; who can combine the work of the designer, the illustrator and the printer, with appropriate headings, titles and initials, into pages of simple goodness without freaks or stunts. Any man who feels that he has these qualifications is invited to write to us in confidence, stating his experience, the work he has been doing, the salary he would expect and any other details or samples of his work that would help in forming an impression of what he can do. The position in question is located in New York City. Application must be by letter only.

CALKINS & HOLDEN
250 Fifth Ave., New York

of the question, because it is very hard for us to tell what any one piece of copy does for us. We are advertising more or less on faith. We believe in it and believe that people read it, but, as the writer has often remarked, if we had to depend on direct inquiries for keeping up our advertising we would probably stop suddenly. We have a very wide distribution, having branch offices in nineteen different cities, and of course the effect of the advertising would be pretty generally spread through those offices. We cannot tell on that account what any one piece of copy ever does, or whether it does anything."

E. C. Tibbitts, advertising manager of the B. F. Goodrich Co., Akron, O., fancies boldness of display in trade journal copy. He writes:

"We are pleased to enclose herewith, a rather rough proof of a recent Goodrich Tire advertisement which appeared in a number of class publications as well as magazines of general circulation.

"We like this piece of copy, not because there is any tangible evi-

Made of Real Rubber with White Tough Tread

GOODRICH

TIRES

Goodrich—the Original American Rubber—manufactured in America by the largest and perfecting the largest Rubber Manufacturers.

They "built" a new, used as a "test" proved greatest in strength, safety, mileage service, then we saw.

Today the strongest advantage of other methods are shown in the market place. They have now it is the best way to make a good automobile tire.

We do the extraordinary long ago—and other make a beautiful tire.

Goodrich tires are made in all styles, to fit all cars, and to suit all purposes.

There has never been a season when the direct, uniform demand for these tires did not exceed supply.

By characteristic the direct capacity of our business. The same has been true this year.

It is a tremendously increased capacity which will enable us to serve our both dealers and users in the fullest extent.

Now is the time to decide.

Will it be—
—good value?
—organized service?
—a square deal?
—or—
—just "any" tire?

Goodrich
The B. F. Goodrich Company
Akron, Ohio

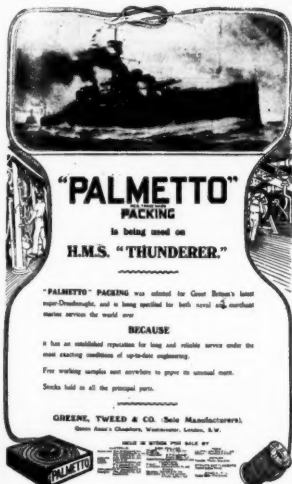
BOLD AND STRIKING DESIGN

dence that it influenced tire users in behalf of our product, as we have no way of checking the advertising results from any one advertisement,—but in our own estimation this particular piece of

copy appeals because it is bold and striking in its design; has, we believe, the eye-catching quality and tells a rather long and perhaps interesting story in a few short paragraphs."

H. S. Demarest, of Green, Tweed & Co., gives the palm to the class journal ad printed here. Of this striking piece of copy he says:

"In compliance with your request we enclose you herewith proof of our ad which appeared in the English engineering journals for May, which we consider



"PALMETTO"
PACKING
Is being used on
H.M.S. "THUNDERER."

"PALMETTO" PACKING was selected for Great Britain's latest super-Dreadnought, and is being utilized for both naval and merchant marine service the world over.

BECAUSE
It has an established reputation for long and reliable service under the most exacting conditions of up-to-date engineering.
Free working samples sent absolutely to prove its unusual merit.
Sends held in all the principal ports.

GREEN, TWEED & CO. (Sole Manufacturers)
Green Street, Chatham, Kent, England.

ORDER TO ORDER YOUR ORDER BY

STRONG NEWS INTEREST

to be the best ad we have designed this year.

"It is intended to appeal to the consumer, as we do not make any attempt to influence the trade. On an article like 'Palmetto' packing we must create a demand for same with the consumer, after which the trade very readily takes it up.

"We consider this the best ad because it contains a very important news item, and we think the dignity and general assurance of high quality is such as to appeal to that class of users we are trying to reach."

Woolworth's Own Story

of the up-building of the five-and-ten cent business, of his struggles at the start of his career, of the establishment of his first store, of his belief in the one-price idea when other men had lost confidence, of his tenacity in spite of failure and discouragement, in good times and bad, while faint-hearted partners came and went, until finally he had caused his organization to grow.

From One Store to 600

requiring a \$65,000,000 corporation to conduct it, and a \$13,000,000 building as its headquarters—this big story, told at first hand by F. W. Woolworth, head of the five-and-ten cent industry, is one reason why the August issue of **BUSINESS** demands your attention as a business man and as an advertiser.

There are other reasons, but this will suffice for the present. It is an evidence of the editorial enterprise that is making this magazine read and talked about among business men.

If you, by any chance, failed to see a copy of the *New-Size BUSINESS* (July number), let us send you one—

And a rate card, too.

**The Business Men's
Publishing Company, Ltd.**
DETROIT • MICHIGAN

GOOD ENGLISH IN ADVERTISEMENTS

EVILS OF ILLITERATE ADVERTISING
MATTER—THE COMMERCIAL VALUE
OF GOOD ENGLISH—PRECISION—
FORCE—COMPRESSION—THE ABUN-
DANCE OF UNEDUCATED COPY-
WRITING

By Thomas Russell,
In The Consultant, London, Eng.

Advertisements are better written nowadays than they used to be. It is no longer thought that advertisements must be what used to be called "flowery" and over-colored, in order to bring trade. Truth and plainness are valued. Modern advertisement-writing is not over-rhetorical; but it is often illiterate. Uneducated writing in advertisements is the cause of much evil. It makes the advertiser seem ignorant and unlettered, and thus disgraces his business. It often fails to say what it really means.

To write well needs training of a special kind. Many effects of this training would pass unnoticed by anyone not used to careful writing unless they were pointed out to him. The clearness of an educated writer's work, and the certainty that no phrase could bear more than one meaning might not be noticed. A man must be used to writing before he will know that straightforward statements gain belief, where roundabout hints only puzzle a reader or make him doubt the truthfulness of what he reads. Want of clearness in modern tongues is caused by using too many abstract words and what are called "dead" metaphors, that is to say, forms of speech in which words are unwittingly used in a figurative sense, as when people write of a golden rule or a fiery steed.

I have tried to illustrate what I mean by simplicity and directness by using in the above, as far as I could, only Anglo-Saxon words, or words that have become fully imbedded in the English language. But modern English has become so full of Latin and old French

words, and also of new words, that this kind of writing cannot be continued for very long in an essay. In an advertisement, where facts and proof of facts are more needed than fine shades of meaning, it is easier to write pure English than anywhere else.

THE IMPURITY OF ADVERTISEMENT ENGLISH

But are advertisements, as a rule, written in simple, concrete terms, without dead metaphors? Are they not, on the contrary, often slipshod, complex, abstract and illiterate? Are they not frequently ungrammatical? Is even ambiguity not too often found in them? Some knowledge of literary art is needed in order to see the answers to these questions. But it is a fact that careless, illiterate, or even ungrammatical writing is the rule rather than the exception, because so many advertisement-writers lack the education which fits a man to write for publication at all.

To write good English is not so easy as some people think it to be. We are all taught, even at school, to write grammatical English, and there is no excuse for advertisement-writers who commit to print such things as "If you ask a man or woman to try a new breakfast food they are tempted by the novelty," and so on. Faults of grammar quite as glaring as this constantly occur in the announcements of many respectable advertisers. Almost any newspaper contains similar examples. For these there is no excuse. A sixth-standard board-school child would be punished for the kind of English which some advertisers allow to be perpetrated by copy-writers whom they directly or indirectly employ. But it is not enough to avoid glaring ignorance such as this. Very bad, and even very illiterate English can be written with faultless syntax. The Bible is the monument of sturdy, expressive English, that we know it to be, not merely because it is almost everywhere perfectly grammatical, but because it is written in the most straightforward and unflinching style by men saturated

GAINS UPON GAINS

Victories Added To Victories, On San Francisco Examiner Advertising

San Francisco Advertising First Six Months 1912 Compared With 1911

EXAMINER	CALL	CHRONICLE
CLASSIFIED ADS.	CLASSIFIED ADS.	CLASSIFIED ADS.
Inches.	Inches.	Inches.
1912 - - 161,449	1912 - - 54,637	1912 - - 65,183
1911 - - 140,229	1911 - - 51,493	1911 - - 59,615
GAIN - 21,220	Gain - 3,144	Gain - 5,568
DISPLAY ADS.	DISPLAY ADS.	DISPLAY ADS.
Inches.	Inches.	Inches.
1912 - - 221,831	1912 - - 133,178	1912 - - 122,160
1911 - - 210,700	1911 - - 141,293	1911 - - 131,117
GAIN - 11,131	LOSS - 8,115	LOSS - 8,957
Total Gain 32,351	Total Loss - 5,001	Total Loss 3,389

As Usual The San Francisco Examiner Publishes More Advertising Than Call and Chronicle Combined

Total Advertising in First Six Months of 1912

EXAMINER	-	5,368,440
Call-Chronicle (Combined)	-	5,242,228
By EXAMINER EXCESS	-	126,212

The San Francisco Examiner Also Leads in Auto Ads.

Automobile Advertisements Appearing in San Francisco Papers During the Month of June, 1912

	Examiner. Agate Lines	Chronicle. Agate Lines	Call. Agate Lines
Total - - - - -	33,144	26,705	21,183

M. D. HUNTON
25 East 26th Street, New York

W. H. WILSON
909 Hearst Building, Chicago

with classical culture. Maurice Hewlett and Bernard Capes write better than Miss Marie Corelli, not merely because their grammar is better than hers has always been, but because they have made the writing of good English a study and brought to that study a knowledge of the ancient classics.

THE SORT OF EDUCATION NEEDED

Whether a man knows as little of the classics as Bunyan, or as much as Milton, makes no great difference to his grammar. But it makes all the difference in the world to his style of English. And everything that he knows makes a difference to the advertisements which he can write. There are people who think that what they call the gift of salesmanship (which often means no more than a man's ability to canvass them successfully) makes up for vulgar illiteracy, and enables an uneducated man to write good advertisements. It does not. The art of salesmanship must be in the good advertisement writer—true. The force of character which makes a man a good canvasser has something in it allied to the art of salesmanship on paper. But the two are not identical. If a man is ignorant and vulgar, his writing will be ignorant and vulgar, and will acquire for those who publish it a reputation for being themselves ignorant and vulgar.

If a man has never learned any language but his own, and never studied anything but reading, writing and arithmetic until he studies money-making, he cannot write good English, and, what is more, he will not know good English when he reads it. Education is required in order to be a critic.

The best English is the best business English. It is hardly possible that a man should write good English unless he has been taught to write good Latin—preferably good Greek as well; but Latin is indispensable. And he must have learned good Latin with stripes—I mean when he was young enough to be punished for false concords and faulty construction.

The reason of this is that the

classical languages have a precision and classical style a severity which are with difficulty achieved in English. A man familiar with Latin prose will not write slipshod English—not because he thinks in Latin, but because the remembrance of his stripes makes slipshod writing in any language impossible to him. The exquisite expressiveness of French, again, to a man who has ever saturated his mind with French literature, will be of enormous value in giving expressiveness to his English—not because he will write in a Frenchified manner, but because he will have learned what expression requires.

SAYING WHAT IS MEANT

A writer in the *Morning Post* lately quoted (I hope from some less cultivated journal) a news-heading which neatly illustrates how easy it is to be ambiguous when trying to be terse: "Heavy Sentences for Blackmailing M. P.," and asked, "Was the M. P. blackmailer or blackmailed?" More recently the *Morning Leader* introduced a news article with this sentence; "The story of the Tripoli oasis atrocities is given in detail by Mr. Herbert C. Montagu, late lieutenant of the Royal Fusiliers, who fought with the Turks in the opening part of the campaign." The fact is that Mr. Montagu fought on the side of the Turks. I suppose it would be easy to find examples of the same sort of thing in the news columns, and I am quite sure it would be easy to find them in the advertisement columns of any day's daily papers. There lies before me, in fact, an example. It is a medicine advertisement, headed: "An Athletic Club Secretary." Is the gentleman whose happy cure was here recorded the secretary of a club devoted to athletics? Or was he a club secretary whose athletic powers had not by itself either saved him from illness or intimidated his benefactors from publishing his thanks?

One thing which a man learns with his Latin prose is to avoid abstract nouns and dead meta-

phors. These things detract from the force as well as from the clearness of any writing in which they occur. For example, to say:

"THE COMPARATIVE DURABILITY OF THIS TYPEWRITER IS DUE TO THE FEWNESS OF ITS PARTS,"

is not nearly so forcible as to say:

"THIS TYPEWRITER WEARS LONGER THAN OTHERS BECAUSE IT HAS FEWER PARTS."

It is also shorter, by three words.

By "dead" metaphor is meant a form of expression which uses figurative words without realizing the fact that the words are used in a sense divorced from their natural meaning. In the suppositious example which I quoted near the beginning of this article there is a dead metaphor:

"IF YOU ASK A MAN OR WOMAN TO TRY A NEW BREAKFAST FOOD, THEY ARE TEMPTED BY THE NOVELTY."

Apart from the merely grammatical error of using the plural verb after the disjunctive "or," this contains the dead metaphor

"tempted." Anyone who wrote this would not have the idea of temptation (which means, according to the dictionary, "enticement to evil by the prospect of pleasure or gain"). If he had, it would not be a dead but a living metaphor, like Polonius's "Himself the primrose path of dalliance treads." The involuntary or careless use of metaphorical expressions (with their fatal tendency to become "mixed") is what an unwary writer might call a pitfall from which uncounted dangers flow, threatening to veil the clearness of the author's meaning. It is also a fault caused by the habit of writing without thinking of the meaning of the words.

Advertisements in good, clear and forcible English can be obtained by employing someone to write them whose life-work has been to study business policy with the object of putting it into words. He must be a man of education, and his work will pay for itself over and over again, notwithstanding the fact that it will cost more to buy than hack writing.

THE EVENING TELEGRAM

Established April 16, 1877

Portland, Oregon

Has Quality

Its clean advertising and news columns carry it to the best homes, therefore reaching a buying class of readers, the kind you want. It has the largest exclusive circulation in Portland and Oregon.

THE EVENING TELEGRAM

(Established April 16, 1877)
PORTLAND, OREGON

Has Quantity

	1911	1912	Increase
JANUARY	31,667	34,788	3,121
JUNE	33,438	37,959	4,521
AVERAGE SIX MO.	33,469	36,707	3,239

The above figures are daily net averages. N. W. Ayer & Son's audit of May 20, 1912, shows 61.66% city circulation and 38.34% country circulation. More details for the asking.

Eastern Representatives:

MESSRS. VERREE & CONKLIN

New York and Chicago

COMPLICATIONS IN TRADE-MARK REGISTRATION

THE ABSENCE OF HARD AND FAST RULES MAKES HAIR-SPLITTING AT TIMES UNAVOIDABLE — TRADE-MARK EXAMINERS DO NOT ALWAYS AGREE AS TO DESCRIPTIVENESS OF A MARK—COURT DECISIONS SINCE 1905 HAVE STIFFENED UP THE REGULATIONS—THE SAME MARK MAY BE ALLOWED IN NON-COMPETITIVE LINES AND REFUSED FOR ONE OF TWO DISTANTLY RELATED LINES

By Waldon Fawcett.

"Gold Medal" is descriptive but "Kno-tair" is not.

That interpretation is likely to send the average manufacturer right up in the air, particularly if he has not been fortified by wide experience in trade-mark practice.

And yet this pronouncement by the governmental trade-mark arbiters at Washington has not been selected as a unique or isolated example. It is a very average illustration of the hair-splitting verdicts which are of almost daily occurrence at the U. S. Patent Office in passing upon applications for trade-mark registration.

It is just such distinctions, however, that seem to complicate the trade-mark field for the man outside looking in,—say, the newly established manufacturer or the old-established one who has just awakened to the wisdom of fortifying his prestige by means of trade-mark.

Even to the old-timer in the field some of the rulings in trade-mark cases are likely to prove, to say the least, puzzling. And to the uninitiated they appear in many instances, confusing and contradictory. Indeed it is not too much to say, that of the several factors which tend to complicate present-day trade-mark practice this one of expert opinion as to what is and what is not registrable is most largely responsible for the charge of inconsistency that is sometimes laid at the door of the Trade-Mark Division of the Federal Government.

Yet, from the very nature of things there can be no hard fast rules in this particular branch of trade-mark procedure. When all is said and done the only way for a manufacturer to determine whether or not a chosen trade-mark will pass muster is to offer it for registration. However, it can scarcely help but prove beneficial to the designer or user of trade-marks if he can, in a general way, familiarize himself with those lines of reasoning and argument which influence the workings of the minds of the officials who pass upon such matters in behalf of Uncle Sam.

Let us see, for example, how conclusions are arrived at in the case in point,—that of the Gold Medal and Kno-tair. "Gold Medal," as a trade-mark (not only for flour but for every other commodity) is turned down at the Patent Office on the logic that not only is it, by inference, descriptive, but that any person who has received a gold medal for his product has the right to use the term, and that it cannot therefore be granted for the exclusive use of any one firm or individual.

In this latter argument the reasoning is the same as that which prompted the Government's famous decision in the Durham tobacco case. In that case it was held that "Durham" as applied to tobacco is not a valid trade-mark because any tobacco manufacturer in the city of Durham would have a certain right to apply the name to his product. However, whereas "Durham" is thus barred,—and it would be anyway under the prohibition against geographical names,—no unauthorized manufacturer would be sanctioned in imitating that figure of a bull which overshadows even the name as the identification mark of Bull Durham Tobacco.

Now to turn to the other example in our initial comparison,—Kno-tair. I venture that nine out of ten manufacturers and advertising writers would, off-hand pronounce that "descriptive." And descriptive trade-marks are banned. Yet the Patent Office registered Kno-tair. Observe

THOUSAND DOLLARS

\$1,000
TO ANY
CHARITY

FORFEIT

\$1,000
TO ANY
CHARITY

***Greatest Record Ever Made in
History of Newspaperdom!***

**ONLY SEVEN MONTHS OLD, AND
61,563 NET PAID CIRCULATION**

*The Largest Circulation of Any Evening Paper in the
City of Los Angeles*

The Los Angeles Evening Herald will pay ONE THOUSAND DOLLARS to any charity in Los Angeles if its net paid circulation for the week ending Saturday, June 22nd, 1912, (six days) did not exceed that of any other evening paper in Los Angeles.

The Evening Herald suggests that if the above claims cannot be substantiated the charity shall be named by a committee consisting of:

H. Z. OSBORNE
President Chamber
of Commerce

W. G. HUTCHINSON
President Merchants &
Manufacturers' Ass'n

C. G. ANDREWS
President
L. A. Realty Board

J. B. GIST
Secretary Clearing
House Ass'n

F. W. BRAUN
President
Jobber's Ass'n

ARTHUR LETTS
President Retail Dry
Goods Ass'n

*Ninety Per Cent of the Circulation of the Evening Herald
Is Within Twenty-Five Miles of the City of Los Angeles*

Rich in Possibilities for All Foreign Advertisers

Evening Herald

**First
with the
Latest**

EASTERN REPRESENTATIVES:
CHARLES T. HENDERSON
326 W. Madison Street
Chicago, Ill.

JAMES C. DAYTON
1121 Brunswick Bldg.
New York, N. Y.

25c.
Per Month



LOOK WHAT 50c. will do

It will bring to your desk four big numbers of **OFFICE APPLIANCES**, the biggest magazine of **ACCURATE TRADE INFORMATION** in the Office Equipment Supply and Specialty Field.

It will enroll you as a member of the **BUYER'S COUNSEL SERVICE AND THE SPECIAL INFORMATION DEPARTMENTS** which advise with you personally on any matter within the scope of the magazine of interest to your business.

It will put you in touch with Foreign as well as the *whole* Domestic field.

It will give you a new source of supply—a new line of goods—some plan, idea or suggestion useful to your business.

LOOK WHAT 50c. will do

Sign and mail the coupon *Today*.

Coupon

The Office Appliance Company,
419 So. Dearborn St.,
Chicago, Illinois.

Gentlemen:—

Kindly enter my subscription to **Office Appliances** for one year at \$1.50 and enroll me as a member of the **Buyer's Counsel Service** and the **Special Information Departments**.

I enclose 50c to cover the first four months, and agree to pay the balance \$1.00 when the fourth copy is delivered or advise you to discontinue.

Firm Name.....

Address.....

City..... State.....

Individual Name.....

Subscription Rates

Domestic: 1 year, \$1.50—4 months, 50c

Canadian: 1 year, \$1.75—4 months, 60c

Foreign: 1 year, \$2.00—4 months, 75c

however, the novel line of reasoning advanced by the foremost of the Government experts. Said he, in discussing this subject: "To my mind Kno-tair, presuming that it is merely a misspelling of 'no tear' is not descriptive because every sane man knows that there is nothing in fabric that won't tear. The term may suggest maximum strength in fabric, but there is no crime in that from the trade-mark standpoint. Indeed, the trade-mark that is suggestive without being descriptive is, in our eyes, the ideal trade-mark. And the Kno-tair is not descriptive, it may with equal justice, I think be absolved from the charge of being deceptive. A claim that any fabric positively cannot tear, no matter what the circumstances, is so absurd that I cannot believe that it would really deceive anybody."

But whether the reader feels that the Federal trade-mark expert has or has not made out his case in this particular instance it may as well be conceded that a majority of all cases of alleged inconsistency in trade-mark practice arise from differences of opinion as to the degrees of descriptiveness which are permissible in trade-marks. The average manufacturer naturally desires a trade-mark that is as nearly descriptive as possible,—in order to reap the greatest advertising harvest from its exploitation,—and so fine are the points involved that the leading trade-mark examiners at Washington are not always in accord.

To get the proper perspective, too, on some of the inconsistencies that are oftentimes cited it is necessary to go back a bit in trade-mark history. The United States statutes covering trade-marks have been revised and amended from time to time, and the practice of the Patent Office has likewise fluctuated,—in some instances in direct response to changes in the laws. Generally speaking most of the trade-marks, the admission of which has been criticised, were registered years ago when the practice of the Trade-Mark Division was by no

means so rigid as it is to-day.

During the interim from 1890 to 1900 trade-mark practice was very loose. From 1901 to 1904 it was characterized by a vacillating policy. In 1905 Congress passed the new trade-mark law which was intended to be very liberal to the manufacturers and other users of trade-marks. Accepting the spirit of the framers of the new law the officials of the Trade-Mark Division were decidedly lenient. In short they, in effect, interpreted the new law as demanding the registration of everything not *merely descriptive*. If a trade-mark presented the descriptive element combined with other features it was accepted for registration. This policy prevailed for a couple of years or until, in the natural course of events, the higher courts of the nation began to hand down decisions in trade-mark cases under the new law. Then it was discovered that the Patent Office had been too lenient. As the courts handed down one decision after another to the same purport there was a continual stiffening of trade-mark practice throughout the years 1907, 1908 and 1909 until now practice is probably more exacting and more inflexible than at any time in the history of trade-marks.

With this the situation it will be appreciated that the interest of the present-day manufacturer is not so much in the trade-marks that have come down to us as evidence of the inconsistencies of former practice as in the trade-marks of uncertain eligibility which serve to illustrate, through their fate, the latter-day policy of the officials. Some of the trade-marks, for instance, which have been rejected as descriptive are calculated to cause many a layman to "wonder why." In this category, maybe, is "Circular Loom" which was unsuccessful. Likewise "Naptha" which was held to be descriptive of the Fels product and "Rust? Never" which was disallowed for use on hooks and eyes.

On the other hand "Ideal" as applied to fountain pens has been



Show
Your
Printer
a
Sample

LET him realize its quality, feel its strength, and admire the finish that gives printing such stand-out distinction—then tell him the price.

Astonish him. Make him really realize that here is a paper that cuts his costs and yours, yet permits the standardized stationery that will do credit to his printing and to your business.

This amazingly moderate price for a bond paper of the quality of Hammermill Bond is a great and modern achievement. Hammermill Bond is doing for commercial stationery what coated paper did for magazines. It permits you to get better results for scores of uses of paper in office and factory at a fraction of your present cost. It is money in your pocket when you specify Hammermill Bond for circulars, letterheads, forms—almost every variety of your business stationery.

PROMPT DELIVERIES

We carry Hammermill Bond in all sizes and weights, in white and 12 colors. Uniform quality guaranteed.

Write for Free Samples—
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COMPANY, Erie, Pa.

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held to be fanciful and not descriptive. "Elastic Seam" as applied to underclothing was ruled against, whereas "Elastic" as applied to bookcases came through with flying colors on the claim that it is fanciful rather than descriptive. "Hydegrade" as a trade-mark for fabrics was allowed to a manufacturer by the name of Hyde and yet probably the casual reader would, in many instances, interpret it as indicative of high grade. On the latter score it might readily have been rejected because the Patent Office officials have not been wont to condone a slight misspelling that seemed to invite interpretation, on the part of the casual reader, as an indorsement of quality.

Although some of the existing inconsistencies in the trade-mark field are undoubtedly due to the changes in policy at the Trade-Mark Office it is probably true that the mix-ups that have occurred should not be ascribed so much to changes of heart on the part of the officials as to the conflicting and contradictory decisions rendered by different courts of law in different cases. All Patent Office practice, and particularly trade-mark practice, has to be gauged and guided by court decisions and universal standards in trade-mark decisions seem to be as much needed as uniform divorce laws.

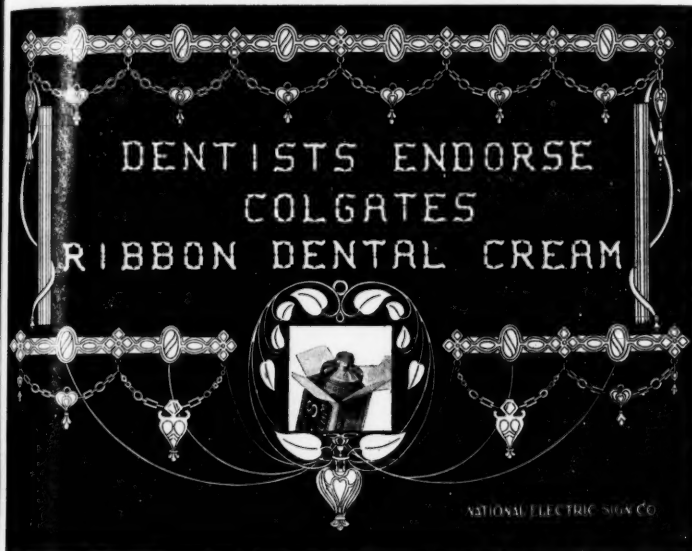
One "horrible example" of the confusion that sometimes ensues is afforded by the case of "Royal" which has been declared a valid trade-mark for baking powder, but was refused by decision of another court as a trade-mark for flour. "Vienna" bread was allowed, in spite of the ban on geographical names, because the court held that the term was purely arbitrary and in no sense indicated quality or the ingredients in the article and, of course, did not indicate the place of origin. On the other hand a flour manufacturer was turned down on his application for registration of a picture of a barrel although it was a barrel of his own somewhat distinctive design. "A No. 1" and "No. 1" have been

refused as trade-marks in various instances but the numbers "4711" were allowed in the instance of a line of perfumes and toilet articles because the number originated from the street number of the manufacturer's place of business and consequently had of course, no general significance as to quality.

Some mystification has resulted because manufacturers have not been brought to realize that whereas products in non-competitive lines may make use of the same name as a trade-mark no such latitude will be allowed by the U. S. Patent Office in the case of products in the same or competitive lines. For example, there is a Packard piano and a Packard automobile but so rigid is the prohibition within a restricted sphere that "Steinberg" piano was held to be an infringement of "Steinway." Similarly "Chatter-Book" was held to be an infringement of "Chatter-Box" and in the matter of lead pencils "Beats All" was allowed an injunction against "Knox All." An even more extreme case, perhaps, was that wherein the word "Educator" was refused registration as a trade-mark for fish because of the fact that it had already been registered as a trade-mark for crackers. The only link, in this case, was that both are food products, although assuredly not in the same line. Probably an "Educator" piano would not be objected to.

There is one loop-hole through which manufacturers "in the know" are constantly securing official sanction for trade-marks calculated to cause some of their less sophisticated competitors to harbor dark suspicions of favoritism or at least of inconsistency in trade-mark rulings. This loop-hole is provided by the sharp line of demarkation which the officials draw between words actually descriptive of the article trade-marked and words held to be merely descriptive of the general purpose or function of the trade-marked article or product. The first class of descriptive terms are invariably ruled against but the

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will be read nightly by the thousands and scores of thousands who throng Broadway—the most liberal spenders in the world.

Owners of and buyers for big business houses from all parts of the country visit New York every month. You can reach this picked crowd and also *capture the big trade of New York City.*

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Send for THE KEY TO GOTHAM and full information.



Howard P. Russell, Ltd.

Advertising Manager NATIONAL ELECTRIC SIGN CO.

617 Marbridge Bld., New York City

(Phone Greeley 3806)

latter class usually go through. And sometimes it takes an expert to determine in which class a word belongs so that there is always the chance that a manufacturer by pursuing this line of action will get very close to the goal of a really descriptive term. To illustrate the workings of the official mind on this subject it may be cited that "Arco Spozoff" was registered as a trade-mark because the officials held that the misspelled words "Spots Off" merely described or suggested cleaning and cleanliness rather than described any particular cleaning preparation. The same line of reasoning secured the acceptance of "Sealpackerchief," applied to handkerchiefs in sealed receptacles. Yet how devious is this route to trade-mark registration is attested by the fact that "Fitmeeasy" as applied to corsets, and which might seem to most readers to be in the same category as the above, was refused registration and so was "Better Than Mother's" as applied to mince meat. Even "Old Country Soap" was barred because of a fear that the use of the term might lead some persons to suppose that the soap was made in Europe.

Some of the confusion caused by lack of regularity in trade-marks does not differentiate between registered and unregistered trade-marks. Some manufacturers never make any attempt to register at Washington their common-law trade-marks and others, relying on such protection as the common law may give, have continued to use trade-marks which have been refused registration at Washington. But these facts do not appear on the surface, because most manufacturers, even though they may have secured registration, fail to add the all-important word "Registered" to the trade-mark inscription on their goods, and so many persons go on marveling that the Patent Office could have accepted trade-marks which, if the truth were known, have never been so accepted.

Another source of some confusion, especially to newcomers in the field, is found in the "excep-

tions" to established trade-mark rules, for in this field, as in all others there are some exceptions. The most startling exceptions are those made possible by what is known in trade-mark practice as the "ten year clause." This was a clause in the trade-mark law, passed in 1905 which provided for the registration without question of any trade-mark which for ten years or more, prior to 1905 had been in actual and exclusive use by the applicant or his predecessors.

The effect of this clause was, of course, to let down the bars for all sorts of descriptive and otherwise prohibited trade-marks provided they had the merit of age and the law, in effect, gave a tremendous advantage to old-established manufacturers who had the wisdom to adopt a distinctive trade-mark at an early stage. All the same the trade-marks that secured registration under this exemption are bound to prove something of a thorn in the side of the late comer in the manufacturing field who is allowed no such latitude in his choice of a trade-mark. As an example of the trade-marks that were made eligible under the "ten year clause" but would not be eligible were they originated to-day there may be cited the famous "1847 Rogers Bros." silverware mark; the Elgin and Waltham Watches and the Kalamazoo Stove (all, it will be observed, geographical terms); the Red Cross shoes and druggists' specialties; and a host of names of Indian tribes, applied to products of various kinds.

MUST HELP DEALER OR—

Every big chain of stores operated or controlled by shoe manufacturers has a general superintendent and store supervisor, whose duty it is to see that every store in the chain knows all new ideas that are brought forward and puts them into use. He goes little but go from store to store, inspecting the methods in use and bringing each store up to the mark. Despite the most explicit of general instructions, the ordinary human tendency to wander off the straight path is found to be constantly working, and an "inspector-general" is needed. Every independent dealer must be his own inspector-general.—*Boot and Shoe Recorder.*

***Largest Circulation in the South
150,000 Paid***

The Southern Ruralist

ATLANTA, GEORGIA

The South's Leading Farm Paper in Every Way, leads in Net Paid subscribers both in quantity and quality.

150,000 Net Paid Circulation guaranteed September 1st.

The Southern Ruralist leads in Prestige, Influence and Results, both general publicity and mail order sales, as well as inquiries.

Rate Goes Up

September 1st the advertising rate will be advanced from 50 cents to 75 cents per line.

Contracts received before September 1st, 1912, will be entitled to the old rate of 50 cents per line up to January 1st, 1913.

Beginning January 1st, 1913, all contracts must be figured at 75 cents per line. Furthermore, all contracts received after September 1st must read 75 cents per line from date.

***The new rate of 75 cents per line will
be based on a circulation of 150,000***

Send us your order now so as to secure the 50 cent rate for the balance of this year. It's a bargain.

SOUTHERN RURALIST COMPANY

ATLANTA, GEORGIA

Chicago Office
J. C. BILLINGSLEA
816 First National Bank Bldg.

New York Office
A. H. BILLINGSLEA
1 Madison Ave.

St. Louis Office
A. D. McKINNEY
Third National Bank Bldg.

THE SQUARE DEAL IN BUSINESS

A SQUARE DEAL FOR THE CONSUMER MEANS AT THE SAME TIME A SQUARE DEAL FOR JOBBER AND RETAILER—NOT POSSIBLE TO ELIMINATE THE JOBBER IN A FIELD WHERE THERE ARE 350,000 RETAILERS—PORTION OF AN ADDRESS AT THE CENTRAL DIVISION CONVENTION A. A. C. OF A., TOLEDO, JUNE 14

By Andrew Ross,

Vice-President and Sales Manager, Kellogg Toasted Corn Flake Co., Battle Creek, Mich.

Our company has very pronounced ideas of what constitutes a square deal to the grocery trade, with which it is closely identified. There are those who differ with us. I could name the representatives of half a dozen of the biggest interests in the trade who would seriously assert that we don't begin to know what a square deal means, let alone knowing enough to talk about it. The only consolation is that these men are greatly outvoted.

It seems peculiar that the square deal in business should strike men as a peculiar policy, and yet such actually seems to be the case. As far as I can learn it always has been the case. When we adopted the policies which now control the business of our company and decided to submit every business problem to the square deal test and to hew closely to the line the plan was derided as being impractical and visionary; but we are getting away with it, and with this policy firmly established in every feature of our business we have built up as substantial an institution as any man's heart could desire.

Our conception of the square deal is this: That our first and most vital purpose is to give to the consumer, the people for whom we make the goods, the best food we can produce at the smallest price we can profitably accept. That the jobber and retailer, who distribute our goods to the consumer, must be paid an

equitable price for their services, and that every jobber is entitled to the same treatment as every other jobber and every retailer to the same consideration as every other retailer. This does not seem to be a peculiar doctrine, but it is, and it has cost us a peck of trouble to establish it.

There are two ways of looking at this thing of the square deal in business; one is from the broad standpoint of the greatest good to the greatest number and the other is from a purely selfish standpoint. Let us admit candidly that we are all selfish and actuated by selfish impulses and motives. From the purely selfish as well as the unselfish standpoint the application of the principle of the square deal to business conditions and relationships is in the end the best policy. There is, however, such a thing as a short-sighted, penny-wise selfishness which defeats its own purpose. I remember when as a boy we used to set out for the berry patches there was always in the company one or two who could never resist the temptation to stop at the first bushes that they came to, while the others pushed on toward the thickets where the bushes were more profuse and the berries in greater abundance. The boys who didn't stop were the ones who got the biggest pailfuls, and the fellows who couldn't let anything go by were the ones who, at the end of the day, had the least show for their labor.

I can say frankly that I consider that national advertising is one of the greatest of all influences, if not the greatest, in the development and encouragement of the square deal in business. There are several reasons for this. In the first place, national advertising has bridged the chasm which has existed in the years past between the manufacturer and the consumer. The manufacturer now meets his customer face to face and talks to him, becomes intimately acquainted with him, studies his needs and requirements and values above all things his friendship and confidence. He knows that this con-

fidence is his greatest asset. Without it his advertising would soon become unprofitable and his business would fail. He must give the consumer all he has a right to require. More than that, he must even measure up to the consumer's fondest expectations, and to do this he must watch closely the two main points of his business—production and distribution. He must employ the best obtainable products, the most skilled workmen and the most modern and perfect processes. In short, he must do everything possible to make a product which cannot fail to satisfy the customer.

Problems of distribution vary with different businesses. In the grocery business there are some 350,000 retailers and there are some 2,500 jobbers. No manufacturer, it may be safely said, can profitably deal with the 350,000 retailers in the grocery trade direct. The administration expense of carrying this terrific number of accounts on his books, the loss in bad debts and the cost

of the army of salesmen and collectors that would be required would treble or quadruple his cost of doing business and add consequently to the burden of the consumer.

I don't know how it may be in other lines, but in the grocery trade this talk of eliminating the jobber is all plain rot. There is considerable talk in the trade of what is called "the trinity of trade," the manufacturer-to-jobber-to-retailer chain of distribution. We believe in it, and we believe in the jobber and the retailer as distributors; and because we believe in the jobber we do not sell our goods over his head to preferred retailers. We need him as a distributor and so we give him all our distribution—100 per cent of it. There are a great many retail stores, particularly chain stores, in the country, to which we could profitably sell direct. I use the word "profitably" in a limited sense. But when the manufacturer has sold every one of these big stores direct he will find that

Wisconsin Newspaper Concentration THE WISCONSIN DAILY LEAGUE

15

with
FIFTEEN

15

Favorite Home Dailies in the richest sections of one of the greatest states in the Union offers over 65,000 intense circulation. This list of papers holds the key to the publicity situation in Wisconsin—impossible to otherwise secure the circulation, co-operation and local information which is in the hands of the League.

Here they are:

Antigo Journal
Appleton Crescent
Beloit Free Press
Chippewa Herald
Eau Claire Leader
Fond du Lac Commonwealth
Janesville Gazette

La Crosse Leader-Press
Madison State Journal
Manitowoc Herald
Marinette Eagle-Star
Oshkosh Northwestern
Racine Journal
Sheboygan Daily-Journal

Wausau Record-Herald

You reach your customers patrons, and help your dealer by going directly to his trade for him through these papers.

WISCONSIN DAILY LEAGUE

H. H. BLISS, Sec.

JANESVILLE, WIS.

ninety per cent of his distribution is still through jobbers to the great army of small retailers. We don't believe in depending on the jobbers for ninety per cent of our distribution and then taking ten per cent of their very best trade away from them. One cardinal point of our conception of a square deal in the grocery trade, then, is one hundred per cent distribution through jobbers.

But this thing of the square deal is not a jug-handled affair. There are two sides to it. If the jobber wants us to play fair with him we have a right to expect that he shall play fair with us. If he asks the manufacturer of a trade-marked, advertised brand to entrust one hundred per cent of the distribution to him the manufacturer of that trade-marked, advertised brand has the right to expect that the jobber will entrust one hundred per cent of the manufacturing of that trade-marked brand to him. We have no quarrel with honest, straight-forward competition with other manufacturers, but when the jobber goes into the business of distributing his own private brand of corn flakes, thus competing with the very interest which economically he is supposed to serve, then we certainly have a right to a loud and sustained protest.

We have made that protest. We have made it very vigorously and we have gotten by with it. We do not sell a single case of Kellogg's Toasted Corn Flakes to any jobber marketing a private brand of corn flakes. There are just an even dozen of them off our books. Some of them are the biggest jobbers in the United States. We miss their business and we hope they miss ours, but in spite of it all we have to-day what we consider virtually a perfect distribution and we are getting and giving a square deal.

We believe in treating every jobber or every retailer exactly alike, and accordingly every jobber pays the same price and makes the same profit on our goods as does every other jobber. The same is true in the retail

trade. We believe in equal rights to all and special privileges to none, and have in our business no free deals, no quantity prices, no rebates. Free deals and rebates are illegal in the railroad business and people get arrested for giving them if they are found out. I believe they are just as great an evil in any other line of business, only they haven't been legislated against. The free deal is solely a loading device. Its one purpose is to load up the dealer with as large an order as the traffic will stand. With a perishable product, such as a flake food, it seems to us that even if the free deal were not wrong in principle it would be a peculiarly fatal policy to adopt. We bend every effort in our business toward procuring the most normal distribution and avoiding any overstock. To this end we have no storage at our factory. Every case of goods we make goes direct into the cars. We consider it vital to our interests to get our goods into the hands of the consumer in the shortest possible space of time. Think, then, of the effect of a merchandising practice the sole purpose of which is to load up the retailer with as many goods as he can be induced to buy—goods which must stand on his shelves for weeks and months before they are disposed of, if in fact they are ever sold at all.

The free deal or the quantity price places a vast advantage in the hands of the big store with increased buying power over its small competitor. In this way it is a builder of monopolies and an enemy of the small dealer. It is an encouragement for price cutting and invariably has a demoralizing influence.

We consider that it is not only the right but the duty of the manufacturer of an advertised, trade-marked article to protect the selling price of his goods. He is responsible for attending to the best possible distribution of his product to the consumer. His distributors, the wholesale and retail merchants, cannot be expected to give his product the at-

The New Thought In Judging a Newspaper

The following letter was written by one of the largest agencies in the country to a prospective client, and a copy of it was kindly forwarded to us.

It expresses a new method of judging a newspaper, and should be of interest to advertisers.

Gentlemen—

In response to your favor dated May 10th, wish to state that in our Rate Department, we have a separate Bureau for the purpose of analyzing publications from the standpoint of news matter, foreign, domestic, local and also editorial. It is the duty of this Department through its investigation to determine the class of people the paper under investigation will appeal to.

Upon investigating the Chicago Examiner, our Bureau reported, on account of the uniform excellence of its many departments, embracing as it does, Financial, Sporting, Fashions, Religion, appeals to mothers, etc., and superior articles for every class and kind, and news matter of human interest, the Chicago Examiner should appeal to every English reader within the zone of its circulation.

Our investigation as to the circulation of The Chicago Examiner, proved the deduction of our Bureau to be correct, as we found its circulation in the City of Chicago maintained its ratio in the wealthy residence districts of the South Side and North Side, proving it to be a paper that is thoroughly read by the classes as well as the masses. Its influence upon its readers we have proven by hundreds of advertising campaigns that we have successfully run in its columns.

We beg to remain,

Very truly yours,

The thing we wish to impress most is the fact that the Chicago Examiner, besides having as much Daily CITY Circulation as any two other morning papers combined, DOES have an equal amount of that circulation in the finer residence districts and amongst the wealthier classes.

And as for the Sunday Examiner—its net paid circulation is 546,008. It sells more papers than are printed by all the other Sunday papers combined. It covers 4,100 cities and towns in thirteen central states. There is no other Sunday paper even to be compared with it in all the Middle West.

CHICAGO EXAMINER

M. D. HUNTON

23 E. 26th St., New York.

W. H. WILSON

909 Hearst Bldg., Chicago.

IF you are a friend of Printers' Ink you will answer this Ad and help them keep our business. If we don't get replies we cannot continue to pay \$25.00 for this Ad. We have something of value to send to you if you answer it.

We do not believe you are one of the men who thinks he knows it all, for there are by actual statistics only 3% of the advertising men that have that idea. Our "SILENT SALESMAN" we propose to send you will show you many things you never knew before. We don't care how smart you may be, it will give you ideas and pointers; it shows over 2,000 different Mailing Lists with the number in and the price for it. Our customers are big Merchants, Mail Order Houses, Banks, Manufacturers and Advertising Agencies; if you are one of them answer this Ad. We are not in the cold storage business; our Mailing Lists are up to date, typewritten and show the Financial Rating.

Trade Circular Addressing Co.
 162 West Adams Street, Chicago
Established 1880

tention which it should receive unless they are fairly paid for their services. With a non-protected price article price cutting is inevitable; and, price cutting being contagious, a sudden epidemic of it is likely to be fatal to almost any business. And when the business of manufacturing and distributing a desirable article succumbs to it, the manufacturer, the dealer and the consumer are all losers.

These are only a few of the cardinal points of the square deal in merchandising, as we see it. It spells better service for the consumer and it means the salvation of the small dealer—the little store on the corner. I believe that God loves the little grocers or He wouldn't have made so many of them. The big fellows kick once in a while and some of them kick like a bay steer, and in a way we don't blame them, for it's their inherent privilege to kick; but it is our privilege, too, as manufacturers to treat every one alike. Speaking from the manufacturer's standpoint, I know from experience that the square deal in business pays.

THE DENVER CLUB'S BOOKS AND READING COURSES

The Denver Advertising Club is sending out to all its members a neat and durable pocket file, a library card and a list of some seventy-five books on advertising, selling and allied subjects. The following matter, in an accompanying bulletin, is to the point:

PLEASE KEEP ONLY ADVERTISING CLUB MATTER IN THIS POCKET-FILE

"Remember that the Library is co-operative in principle, and that the more each member will assist in promoting its efficiency, the more all members will be benefited. The more you will assist in acquiring books, and the more you will spread among the members information concerning its value and its purposes, the more you will induce other members to do the same."

LIBRARY OPENS FROM 9 A. M. UNTIL 9 P. M. DAILY EXCEPT SUNDAYS

The shelves are open. There is a reading table and some comfortable revolving chairs. Make yourself at home. Study the Library and its contents. Tell other members about it. Help to keep it working in an orderly manner. Renew or return books promptly, and see that you are properly charged or credited as the case may be. Ask the Committee to help you select books

HOW THE RANKS OF ADVERTISERS HAVE CHANGED

A GLANCE THROUGH A STANDARD MAGAZINE OF TWENTY-FOUR YEARS AGO SHOWS MANY ADVERTISERS WHO ARE STILL IN EVIDENCE AND SOME WHO HAVE DROPPED OUT—IT COSTS MORE TO MAKE AN IMPRESSION NOW—DAYS

By W. G. Snow,

Adv. Mgr., International Silver Co.,
Meriden, Conn.

I note with interest your reference to your Twenty-fourth Anniversary Number, and as to what my conclusions are regarding advertising to-day as compared with the year PRINTERS' INK was started—1888. I was forcibly impressed with the age of PRINTERS' INK a few days ago when I had occasion to look over some old publications and found a copy published in 1889,—a little, thin pamphlet in size, comparing with the present-day PRINTERS' INK as the *Ladies' Home Journal* with that of its early numbers.

Perhaps a no more interesting study can be found than looking over *Century Magazine* for 1888, where you will find many of the more important concerns of to-day represented, yet on the other hand you will find others who were enterprising and progressive at that time. Some since have gone out of business, but quite a number known now to be in existence, but lost as far as their advertising in the magazines is concerned.

Here, you will find Theodore B. Starr, Remington Typewriter, Pears' Soap, Russia Cement, Berkeley & Gay, Gurney's Hot Water Heater, Peter Henderson & Co., W. Atlee Burpee, Colgate & Co., Procter & Gamble, Williams' Shaving-Soap, Pyle's Pearlina, Mason & Hamlin, F. W. Devoe & Co., L. E. Waterman Co., Singer Sewing Machines, Durkee's Salad Dressing, Baker's Cocoa, Maule's Seeds, Sozodont, Mellin's Food, Rubifoam, White Mountain Freezer, Ferris' Waists, Fidelity

WORK WANTED

I SOLD BY MAIL IN 1911, more goods in my line of business than any one of six competing mail-order propositions. This, on a proposition less than four years' old, and in face of the fact that two of the six competitors have been selling a similar product, nationally, by mail, for a score of years.

My 1911 sales showed an 80 per cent increase over 1910, the largest previous year. This year the product sells at \$330.00 where four years ago it sold at \$250.00 and at a good profit—The advance in price of \$80.00 has to a large extent financed the advertising appropriation.

This appropriation was ordinarily less than \$800.00 for a test campaign for three months—In 1911 more than \$50,000 was expended. This year, to date, the sales show a marked increase over the same period of 1911.

Since I have been with the proposition, from the day of its birth, planning the sales campaigns, preparing and placing the copy, purchasing the space, writing the entire follow-up, being in actual control, held strictly accountable for results, it follows that its success is my success.

But it is not my limit, I could go further, yes, very much further with a proper organization to back me, prepared to deliver the goods when I blaze the way into a National market and sell those goods in constantly increasing volume.

I will therefore consider any proposition, preferably dealing with mail-order merchandising large enough to interest me, and with a certain future for the man who can deliver the goods.

I can arrange to assume control August 1st or thereabout. Age 33, married, and the best of references. Address S. K. Box 22 care Printers' Ink, New York.

& Casualty Co., Rider-Ericsson Engines, Travelers' Insurance Co., Rock Island Railroad, Hires' Root Beer, Richard & Boynton Heaters, Corliss Collars, Spalding's Sporting Goods, Ferris Hams, Curtice Bros. Preserves, Eastman Kodak, Meriden Britannia Co., Chase & Sanborn Coffee, Franco-American Shoes, Warner's Corsets, Larkin's Sweet Home Toilet Soaps and Prophylactic Tooth Brushes.

But what has become of others? Many of these are known to be still in existence yet are seldom advertised, but were standard goods at that time, and in recent years have been lost to the world as far as advertising is concerned—Huckin's Soups, Colton's Select Favors, Bell's Spiced Seasonings, Hammond Typewriter, Alfred Dolge Felt Slippers, Plymouth Rock Pants, Wilcox & Gibbs Sewing Machines, Dixon's Stove Polish, Crown Lavender Salts, Lundborg's Perfumes, Lowell & Bigelow Carpets, Epps' Cocoa, Caligraph and Crandall Typewriters, Walter H. Durfee & Co., Hall Clocks, Carnrick's Foods, Tarrant's Seltzer Aperient, Featherbone Corsets, Mitchell-Vance Co. Gas Fixtures, Spalding's Glues, James Mean's Shoes, Victor Shade Rollers, Sargent Invalid Chairs, C. & C. Electric Motor, Carter & Karrick Paper and Stationery, Columbia Yarns, Wright Bros.' Umbrellas, Chubb's Fishing Rods, Jewett and Gate City Stone Filters, Rae's Olive Oil, Edwin C. Burt's Shoes, Samuel Ward Stationery, and many others.

Of course, we know what has become of the Columbia and Victor Bicycles, Weston & Wells Braided Wire Bustles, Gaskill's Compendium, and United States Mutual Accident Association. We also know why such people as Dr. Scott, of Electric Corset fame, Castoria, Imperial Hair Coloring, Thurber's Wine of Coca, Knapp's Consumption Cure, and others,—either out of existence or still being made,—do not now appear in the average standard magazine. The *Century*, how-

ever, was singularly free from "objectionable advertising."

Here, you will find a full page announcement of "J. E. Powers, writer of the Wanamaker advertising," soliciting the writing of advertisements.

A reference to advertising in that period would not be complete without a mention of J. H. Johnston, who made a reputation in "duplicate wedding presents," then located in the Bowery, later moving to Upper Broadway and finally giving up a business which, with the expense of the new location, he could not make profitable. Procter & Gamble were devoting full pages to candles which they produced for carriage lamps in addition to other announcements of their soaps which, even then, were famous.

We read of a special offer of the *Ladies' Home Journal*, wherein they state that "it was greatly enlarged and improved—twenty pages—and would be sent for the balance of the year (four months) for only 10 cents." They were then asking the question, "Why not make it a million?" inasmuch as "400,000 subscribers already."

The picture of the baby in a tub reaching for a cake of Pears' Soap,—*"He Won't Be Happy 'Til He Gets It,"*—again being used this season, occupies a full page in the May issue of '88.

Advertising to-day, it would seem, is a harder proposition than twenty-four years ago. In other words, to launch a new campaign means much more in effort and money. In fact, I believe \$10,000 would have made more of an impression twenty-four years ago than \$100,000 to-day. I know of an instance where an advertisement costing \$125 in the *Century* sold over \$3,000 worth of silver spoons, and was the start of what has developed into one of the largest mail-order jewelry and silverware houses of to-day. Even now a small appropriation expended in a careful manner in promoting the sale of a really good article will often accomplish wonders.

The "Holland" Method Gives You Actual Dollars- and-Cents Co-operation

It enables advertising manufacturers to get closer co-operation from jobbers and retailers in the distribution of their goods.

It is a personal service that links up an unbroken chain of understanding and sympathy from maker to consumer that keeps the route of distribution always clear.

The Holland publications have field men who are constantly travelling from one corner of their territory to another—covering it town by town.

These men call upon the merchants, whether jobbers, wholesalers or retailers, and preach to them the necessity for advertised, trade-marked goods.

Then these publications send men to the local merchant, and tell him how he can be benefited by advertising to the people in his community that he carries advertised goods.

Last of all they go to the consumer, through editorials, and tell him how greatly it is to his advantage to buy only those goods on which the manufacturer is willing to set his seal.

Write to HOLLAND'S now. Let it furnish dealer perspective for your next campaign. Remember that this is the big step toward the merchandising of the future. A lot of other advertisers have taken advantage of this personal service and you don't want to be behind.

**HOLLAND'S Reaches Southwestern Homes
FARM AND RANCH Covers the Southwest
DALLAS, TEXAS**

THE POSTER ASSOCIATION PLANS IMPROVEMENTS

MEMBERS IN 22ND ANNUAL CONVENTION ELIMINATE "CLASS C" SERVICE—PRESENT SALES PLAN TO CONTINUE—NEW OFFICERS

The Poster Advertising Association, in annual convention in Minneapolis, Minn., July 9, 10, 11, decided to adhere to its present sales plan. Only two votes were cast in the negative out of more than twelve hundred representa-

twelve months, the national business of the association increased over \$2,000,000, with prospects for a much greater increase during the next twelve months.

Elimination of Class C service—which is third-rate service—is to be undertaken. The billboards of the future are planned to be all steel with moulding as well as blanking between the posters, giving to each poster an increased value, and to the board itself, a picture frame effect. Those members of the association at present

AT THE POSTER ADVERTISERS' ASSOCIATION MEETING



tives of subordinate associations and plant owners.

This means that the organization will continue to clear its national business only through its twelve solicitors.

This was the particular feature of the meeting which was the twenty-second annual convention of the organization. The conclusion was reached after a debate of ten hours in which representatives of advertising agencies from all parts of the United States, and F. Hubert Hoge, representing the New York Advertising Agents' Association, were heard, as well as many of the organization and the present official solicitors.

Statistics were presented showing that under the present plan, which has been in operation for

in Class C must graduate therefrom by January the first next. In future the classifications will be A A, A and B. Everything possible is to be done for the improvement of the service in this and every other way. In this direction the supply department of the organization was shown to be a valuable auxiliary, over \$70 000 having passed through this channel for plant improvements, the amount having been spent by the smaller plant owners, with the result that nearly two hundred members have graduated during the past twelve months from Class B to Class A, and an even larger number from Class C to Class B.

P. J. McAlinee, of St. Louis, Mo., who has been president of

the association for two years, has retired under the rules and Charles T. Kindt, of Davenport, Iowa, was elected to the office by acclamation. Mr. Kindt has been a member of the association ever since it was organized, and has been a director since 1904.

L. T. Bennett, of Port Huron, Mich., succeeded Charles T. Donnelly, of Boston, Mass., as vice-president. Mr. Bennett owns a plant in Canada as well as in the United States, and is thoroughly representative of the smaller plant owner.

John H. Logeman was re-elected secretary, and was made the recipient of marked tokens of honor and appreciation for his distinguished service to the organization.

John E. Shoemaker was re-elected treasurer.

Directors were chosen as follows:

New England District: Edward C. Donnelly, Boston; Joseph J. Flynn, Lawrence, Mass.
Eastern District: Barney Link,

Pittsburgh, Pa.; Harry F. O'Meara, Jersey City, N. J.; O. S. Hathaway, Middletown, N. Y.; Samuel Pratt, New York City; James A. Reardon, Scranton, Pa.

Central District: B. W. Robbins, Chicago; Harry C. Waker, Detroit, Mich.; George L. Chenell, Columbus, O.; Fred C. Dickson, Indianapolis, Ind.; Phinellan B. Haber, Fond du Lac, Wis.

Western District: Charles T. Kindt, Davenport, Iowa; Frank C. Zehrung, Lincoln, Neb.; Peter J. McAliney, St. Louis, Mo.

Southern District: John E. Shoemaker, Washington, D. C.; Louis H. Ramsey, Lexington, Ky.; James D. Burbridge, Jacksonville, Tenn.; Walter S. Burton, Richmond, Va.

Southwestern District: James A. Curran, Denver, Colo.; Alfred A. Edwards, Waco, Texas.

Pacific Coast District: Thos. H. B. Varney, Oakland, Calif.

Canadian District: E. L. Ruddy, Toronto.

The next annual convention will be held in Atlantic City next July.

Bulletin No. 4

Does That Newspaper of Yours Need New Blood and Capital?

We can supply both. We have a client, only 33, now business manager of an important daily in an Eastern city of 125,000, who can command perhaps \$10,000 for investment. He has substantial reasons for seeking a new connection. In his present position he has reduced expenses, doubled the circulation, increased the advertising and multiplied the cash receipts, in spite of very serious handicaps. Some paper with attractive possibilities, even if not making money, can command his energies and his capital. Mention No. 6170.

Our lists include over 5000 candidates in the advertising—printing—publishing field.

Fernald's Newspaper Men's Exchange

Established 1898

Springfield

Massachusetts

Everyone attending the convention, including the delegates, members and representatives of the allied trades, was entertained by the Northern Display Company, and by the Washburn Crosby Company. The association has made noteworthy progress the past two years under the presidency of P. J. McAliney.

A BASIS FOR "FIVE READERS PER COPY"

A. W. STEPHENS MANUFACTURING CO.,
ADVERTISING SPECIALTIES

WALTHAM, MASS., JULY 11, 1912.
PRINTERS' INK PUBLISHING CO.

We received your communication a few days ago asking us to fill in the postcard if we still wished to continue our subscription to PRINTERS' INK.

We filled in that postal promptly and with pleasure. We take quite a number of other magazines, but tell you candidly that if our choice was limited to only one, that one would certainly be PRINTERS' INK.

It is rather puzzling to the writer as to how you are able to fill each edition with such useful and instructive information. If the figures often put forward of five readers to one copy were based on PRINTERS' INK, we can understand those figures being correct.

Yes, by all means put us down for another three years.

Very truly yours,
A. W. STEPHENS MFG. CO.,
PER E. J. H.

GOOD COPY—BUT—

At luncheon one day, about a year ago, colored back covers were under discussion. One of the gentlemen present said: "The best ad I ever saw was a Quaker Oats ad on the back cover of last week's *Collier's*."

Another gentleman said: "I saw that and it was a corker."

I ventured the remark that the ad referred to was "Absolutely no good."

Whereupon I was immediately accused of being a narrow-minded and jealous bigot.

"Very good," said I to the first speaker, "I will bet you the cigars for all present that the ad in question is no good."

"How will you prove it?"

"I will make my statement regarding the ad and you will then be the judge as to who pays for the cigars."

"Accepted," said he.

"That ad on the back cover of the last *Collier's* was not a Quaker Oats ad at all—it was Cream of Wheat."

He paid.—L. B. Jones, Adv. Mgr., Eastman Kodak Co.

C. L. Pancoast has succeeded Mr. Wood as advertising manager of the Calumet Baking Powder Company, of Chicago.

AN ECHO OF DALLAS FROM ENGLAND

I went over 12,000 miles to see what the Advertising Club movement in America really meant, and the journey was more than worth what it cost in time and money.

I found out that 2,300 men could get together for their common good. That co-operation was possible among men of energy and brains. That advertising was a business to be proud of. That the sermons sixteen advertising men preached on the Sunday previous to the convention from sixteen Dallas pulpits was a revelation in the wonderful development of this business, to which I have the honor to belong. That these men have taught America that the truth is the only thing that pays in advertising, as in anything else. That honesty is the best policy. These men are splendid fellows, bent on doing good and making good on square lines. They have placed advertising on the same basis as medicine or the bar, and the lesson to my fellows in England is—Get together and do it here—and go to the convention at Baltimore in 1913. It will do you good. I came back a better man and a more hopeful one. Will you help me to get a convention here? If so—write me.—C. F. Higham in "Printers' Ink," London, Eng.

THE REAL MANAGER

Careless individuals who write for the public prints and never have seen the office of a real modern Napoleon of business keep alive the old-fashioned notion that a successful manager totters on the verge of nervous prostration; that with one glance he miraculously catches the dreadful significance of fifteen typewritten pages of foolscap and in a flash telephones an order to some distant subordinate, just in the nick of time to avoid a dire financial catastrophe; that his mind is a cerebral storage battery charged to the limit with responsibilities, and that his office is a maelstrom of orders, counter-orders and general confusion.

Your really masterful executive is as unruffled as a park lake on a calm summer day. His mind is kept clear for momentous decisions; his time for consultation. It is his duty to distribute responsibilities, not to assume them unnecessarily.

Any manager who complains of having too many things on his mind is a self-confessed mismanager.—Glenn C. Webster in "Business."

GIVING CATALOGUES A PERSONAL TOUCH

Instead of a letter, more or less perfunctory in tone, sent out with its catalogue, a huge hardware house uses another method to impress on prospects the idea that their requests have stirred an individual and special interest in the organization. On the cover of the book, in a decorative panel designed for the purpose, the prospect is flattered to find his name printed. Not type-

written or stenciled, but printed. The method is not so costly as it appears at first sight. The name is cast complete on a linotype machine and the printing is done almost as easily and quickly as if the type-line were a rubber stamp. To the man who receives it, however, the catalogue becomes a personal belonging. No need of a letter to make him preserve it and turn to it wherever he needs tools.—System.

NEW PRESIDENT "INLAND PRINTER"

P. R. Hilton, who was president of the Inland Printer Company, of Chicago, died on June 22. The company has announced the appointment of A. W. Rathbun to succeed Mr. Hilton.

CLEVELAND "LEADER" TO ADVERTISE ADVERTISING

The Cleveland *Leader* is about to inaugurate in its pages a campaign for the advertising of advertising.

The *Leader* is proceeding on the theory that advertising is not generally read by the public to the extent which the enormous annual outlay of money warrants, and therefore it is using matter prepared in the form of articles having a timely news interest and dwelling on advertising as an economic force.

The articles will appear on the front page of the *Leader*, commencing July 14, and will be in charge of Clarence R. Lindner, manager of publicity.

Next Season's Contracts

Manufacturers should be judicious in placing their advertisements, as thousands of dollars can easily be wasted on publications that do not reach buyers.

If You Make Agricultural Machinery

and deal in goods used by farmers, advertise in a paper that is read by agricultural people.

The Rural Farmer Covers the Field

And its 55,000 copies go into that many agricultural homes every week. Its advertisements are read by people who buy if you will show them that you have what they need.

If you wish to increase the demand for your goods next season do not leave the *RURAL FARMER* off your list.

It Brings Results Always

RURAL FARMER PUB. CO., PHILADELPHIA, PA.

N. Y. Office: 1106 Tribune Bldg.

Milk Bottle Opener and Stopper

The Campaign Against the Typhoid Fly Lends Additional Value to This Useful Article As An Advertising Medium.

Send for Sample

HERE IS HOW IT WORKS:



THE
ARTICLE



IN USE AS
OPENER



IN USE AS
STOPPER



**\$20.00 per
1,000**

(2 cents each)

Price includes embossing advertisement and enclosing each opener in a carton.

A. W. STEPHENS MFG. COMPANY, Waltham, Mass.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building.

A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, July 18, 1912

Judging Magazine Advertising on a Mail Order Basis

Said one of the most prominent advertising managers in the general magazine field to PRINTERS' INK the other day: "I am almost persuaded that it would be a benefit if mail-order advertisers were eliminated from standard magazines entirely." He was referring to the tendency among new advertisers—and some old ones too—to translate results into terms of "inquiries," and to overlook the fact that the very best possible result—the actual purchase of the goods from a dealer—never comes to the advertiser's attention at all. Of course what is true of the magazines, applies also to newspapers, street cars and all mediums except the strictly mail order mediums.

It is undoubtedly true that a good many manufacturers insist upon judging their advertising on this mail-order basis, when their business is as far removed as possible from the mail-order variety. How would the National Biscuit Company look trying to sell Uneeda Biscuit by mail, or judging the value of a medium

by the number of keyed "replies" it brought them? Everybody knows that crackers simply cannot be sold profitably that way, yet there are manufacturers in lines for which mail-order selling would be just as futile who judge every medium on a mail-order basis.

If a magazine could be found which had a circulation exclusively among the Astors, the Vanderbilts and the Belmonts, nobody would doubt its value as an advertising medium for high grade goods, yet it would pull practically no direct replies at all. It would, however, pull direct results, for if a reader wanted the goods advertised he would go straight to the place where they were on sale with the money to pay for them. In spite of that, though many an advertiser would tell the solicitor that "it didn't pay," because he had received no inquiries.

There are businesses, of course, to which inquiries are highly useful, and there are mediums which will produce them. But those concerns are organized on the mail-order basis—with a product which can be sold that way—and are not selling through retail stores which put the goods themselves within everybody's reach. Nobody who really wants the goods is going to spend the time to send an inquiry, unless that is the quickest way to get them.

Probably the chief reason for judging a medium on the basis of inquiries is the advertiser's doubt as to the wisdom of his choice of mediums, and perhaps his doubt of the value of advertising itself. He says, "I'll take a page and see if it pays" and when the solicitor comes around next month he says, "It didn't pay. I only got three replies." Too much time is spent arguing these advertisers into line again—time which could be used to better advantage elsewhere—and that is the cause of the advertising manager's desire to see the mail-order advertiser eliminated from the magazines.

One advertising agent regards a large number of mail inquiries

from general advertising as a danger signal instead of a sign that the advertising is pulling. It shows that the distribution is weak, he argues. Why should a man in Colorado write to a firm in Boston if he knew where to find the goods in his own town? If the advertising puts too much stress upon writing direct to the manufacturer, it takes the idea out of people's minds of inquiring for it at a local dealer's.

Also some advertisers pound for mail inquiries on the ground that the dealers will be greatly influenced by them. It may work just the other way around. If they are mere idle inquiries from an irresponsible class of people the dealer may become disgusted with the entire proposition.

No solicitor should become discouraged or lose faith in his own medium simply because an advertiser complains that the ad doesn't pull. First, look into the copy very carefully. Ask yourself in a broad-minded way if it is reasonable to expect a large number of mail inquiries on such a proposition. Would you yourself sit down and write a letter to the manufacturer if you were a thousand miles away? This may all sound as though it belonged to the primary class in advertising, yet PRINTERS' INK has evidence constantly of persons with long experience in the advertising business who seem not to have gone beneath the surface of this subject.

PRINTERS' INK says:

It's a good plan to hitch up the sales-force and the advertising, but red tape is mighty poor harness.

Talking Business to Your Employees

All of a corporation's problems can, for purposes of simplification, be boiled down to one—organization. If the corporation is right, in a business sense, its success is certain. It depends more on the rightness than it does on any other factor.

When the business is a small

one-man business, there never is any question that the one man has got to be right. The man himself is then the organization. In his one person he unites all the different qualities that are needed for success, the mental, physical, moral and spiritual faculties that furnish motive power. According to the number and intensity of these qualities will be his success. If there is harmony in this individual organization, if the qualities all pull together and are each thoroughly loyal to his best interests, then the individual is a success.

Those same qualities have got to be reproduced in a corporation, no matter how big, or there can not be any success. According to the degree in which they are reproduced, and the harmony between them and their loyalty to the best interests of the organization, will be the success of the organization. It makes no difference to the business whether the qualities are reflected by one man or by a dozen, only they must be reflected, and of course the greater the reflection, whether by numbers or by intensity, the greater the success.

This is the twentieth century idea of business. Our favorite maxim no longer is "Let the buyer beware." Most of us have begun to doubt if there is any real percentage in the philosophy of "putting it over on the dealer or the public for their own good." The leading thinkers in the business world tell us that we must get together, co-operate among ourselves, and harmonize our own organizations before we can go out and expect co-operation from outsiders.

And in the process of getting harmony in the organization, the old ideals of de-humanizing the workers by turning them into machines and speeding them up to impossible limits, are giving way to new conceptions of responsibility, as illustrated by welfare work, educational provisions, profit-sharing and the like.

But most symptomatic of all is the business gospel that is being preached to the workers in such

volume not only by authors who sense the needs of the hour, not only by preachers and editors and public speakers and business men in factory addresses, but by business men and corporation heads directly to their own men through their house-organs or trade journals and through every avenue that opens.

The day evidently has passed when employees can be moved about like pawns. It takes too much planning, too much thought in these days of vast enterprise. Neither is it profitable to pick up and let go as a policy. The employee must be well picked and then well educated, built into the business. In order to do this it is necessary to secure the co-operation of the employee, it is necessary to make him want to co-operate, to arouse his zeal and ambition. And that is the tone of the vast flood of advice and appeal that is pouring forth from thousands of sources and makes this decade conspicuously different from any that has gone before.

And as an example of this we quote this paragraph or two from the *Railway Bulletin*, which is addressed to the man of small earnings, and is chiefly significant for the terms which it uses in trying to arouse the ambition and individuality of the worker:

CAPITALIZE YOURSELF

You are working for a large corporation. In the nature of things, it cannot know you very well personally, but it knows you by the work you turn out. It sets a real value on your work, higher than you think. Your value is measured by the quality and quantity of results you produce. Somebody knows your actual worth, appreciates your honest endeavors, and has you in mind for better things.

It's a business proposition. Each of us is capitalized. Suppose you earn \$1,000 a year. At 4 per cent that is the yearly interest on \$25,000. In other words, the company capitalizes you at \$25,000 and willingly pays interest on that sum for the use of your energy and faculties.

It rests with you. Make your \$25,000 valuation climb to \$50,000, to \$100,000, to \$500,000.

Choose your food with care; treat decently the body on which your mind depends for its strength and sanity. Above all, feed your mind; read, study observe.

Remember, too, that, like the engine, you can't do work unless you stay on

the rails and keep where the boss can find you.

PRINTERS' INK says:

Sometimes it is wise to remember that the easiest trade to get is the hardest to hang onto.

Taxicab Service and Taxicab Sales

The frequency with which criticism of our taxicab service appears in the newspapers leads us to wonder whether the manufacturers of automobiles are overlooking an opportunity. Nobody pretends to defend taxicab fares any more, and the use of the vehicle by men in ordinary circumstances is confined to emergencies and those occasions when they wish to put on a "front." It is getting to the point, in New York at least, where between the hat-check bandits in the restaurants and the taxicab pirates in the streets we don't know where the prize for the greatest return for least effort really belongs.

The opportunity that confronts the automobile manufacturers—who make the taxicabs in the first place—according to our notion, is the chance to sell more vehicles by making taxicabs more popular. Are they making any organized effort to increase the number of operating companies or the number of private taxicab owners? That is the best way to bring the fare down within the average man's means oftener than twice a year. Some means might be found to curb the anxiety of some of our leading hotels to rent the public streets which they do not own for cab stands. That would help bring down the price, too. A little attention to the class of men who are employed as drivers would obviate a lot of unpleasant criticism, and help make the taxi popular. All of which would sell more taxicabs.

Or possibly the automobile people feel that it is in their interest to keep the taxicab service as poor as possible, thereby making it an object to escape the hold-up by purchasing a car of one's own.

An unusual opportunity is offered to advertising men with acumen and proven executive ability to join in the organization of a high class service Advertising Agency with headquarters in New York.

Men controlling high class active accounts preferred, but such accounts are not essential if requisite capital to finance the corporation is assured.

The agency will be progressively conservative. The basic idea, Fees, not Commissions. A good round fee for a good square service.

Recognition by the Publishers' associations is assured. My successful experience of over twenty years as the executive head of leading Advertising Agencies and my reputation as space buyer and for honest personal service to many of the most successful advertisers of the world warrant an adequate salary, and I would like only high priced men on my staff.

If interested write at once in confidence for further particulars or a conference.

"Live Wire," Box 321

Care PRINTERS' INK,
New York.

CAPTURING INTEREST WITH CONTESTS

WHY THE ADVERTISEMENT OR SUGGESTION CONTEST APPEALS—SOME GOOD FEATURES AND SOME BAD ONES—NOTES FROM THE EXPERIENCES OF ADVERTISERS WITH VARIOUS FORMS OF CONTESTS

By S. Roland Hall.

At frequent intervals some advertiser comes out with an announcement of a contest in which prizes are offered for suggestions, opinions or advertisements. What is back of the immediate and large interest that seems to be taken in these advertisements, and what are the tangible results? These questions have been put to a number of advertisers, and some interesting answers have been received.

First of all, it seems that contests appeal very strongly to most people. Children take a keen interest in games that are based on the contest idea; and grown-ups are children in some respects. That an advertiser is looking for assistance, that there is to be a test of wits, and that it is possible to win a prize with a little effort, draws considerable attention. Indeed, contest advertisers are often unprepared for the interest taken in their affairs.

Much is said in advertising about the value of the "outside point of view," or the customer's point of view. It is sometimes possible to get this point of view in considerable detail by means of a contest. For example, the advertisers of New Skin, as the result of one of their contests, have been able to prepare a book showing two hundred uses of New Skin. Apparently this advertiser was well pleased with the results of the first contest, for another is under way at this writing. Of course, the advertiser knew of many uses to which his product was being put, but it seems that purchasers were finding it useful in dozens of different ways that he knew nothing of.

In case the article that is the subject of the contest is one that

is bought generally, considerable is gained by having thousands of people study it closely, as they must do in order to write advertisements or criticisms. The advertisers of Black Cat hosiery have conducted two different types of contests—one that offered \$1,000 in cash prizes and 200 pairs of silk lisle hosiery for the best suggestions or criticisms of the Black Cat hosiery advertisements; this contest was conducted through the dealers; that is, it was necessary for the competitor to call on a dealer carrying the goods. The other contest was a high-school student affair. Scholarships in different universities and colleges were offered as prizes in the second contest, and the advertiser states that something like 22,000 students were competing, with the support of 800 principals. This advertiser—the Chicago-Kenosha Hosiery Company—adds:

"A lot of the work was acceptable. Many of the suggestions were valuable in giving us the attitude of mind of the consumer. Unquestionably, the concentrated attention given to the subject of our hosiery, especially in the dealer contest, was of considerable value. It was absolutely necessary for the individual to read the 16-page booklet over and over in order to accomplish anything in the contest. The contest had a world of detail and lacked permanent and continuous consideration, but it was a good stimulator and the way we worked it the cost was comparatively small for the result secured."

Sometimes, however, the article made the subject of the contest is not one that the average contestant is likely to buy. The Keller Manufacturing Company, advertisers of the Santo Vacuum Cleaner, advertised widely a contest for a good slogan. Over fifty thousand requests for blanks were received at the home office, in addition to those called for at the various branch offices. But this advertiser is not enthusiastic over the returns. In a letter addressed to the writer the Keller Company says:

"We believe that much interest

was aroused and actual sales made, but it was rather hard to trace down the sales so that they could be charged against the contest. We are hardly satisfied with the result, considering the expenditure. While we grant that a large number of people were enthusiastically interested in the contest, they are not, as a rule, the people who can afford to purchase a \$125 Vacuum Cleaner."

Lamont, Corliss & Co. say of the contest carried on for the O'Sullivan Rubber heel: "It was very successful and gave us a good deal of material on which to work. The objection to the contest is based largely on the waste material that comes. There are innumerable clever phrases sent to us by every mail which we are not able to use because they do not fit into our sales scheme and advertising policy; but they do give us food for thought and, consequently, we feel that an advertising contest, if not indulged in too frequently, is well worth while."

The flying figure, poised on a rubber heel, and the phrase "Next to wings," which this advertiser is now using in New York subway stations and elsewhere, is a product of the contest here referred to.

The Rice Electric Display Company offered unusually attractive prizes for terse sentences for their chariot electric sign at Herald Square, New York. The company is authority for the statement that "the number of contestants and the value of their suggestions were far beyond expectations, and the contest was certainly both educational and instructive to all concerned."

W. W. Wheeler, advertising manager of the Pompeian Manufacturing Company, Cleveland, says: "My chief doubt about the value of a slogan contest is that there is always a possible boomerang to it. The unsuccessful ones are likely to feel that the products of their brains are the best and that the judges are unfair. We have always received complaints of this nature after a contest. Some are hard to smooth over,

CIRCULATION COUNTS!

ALSO: We've had ours counted!

The A. A. A. report gives the

**New Yorker
Staats-Zeitung**

for April (Sundays excepted)

70,370 net paid

Any Paper can claim its own circulation—But

**The A. A. A.
Guarantees Ours!**

**New Yorker
Staats-Zeitung**

**Printed 1420 columns
(418,900 lines)**

of paid advertising during June, 1912 (not including special Sangerfest edition). A gain of 40,472 lines over June, 1911.

This is more than any German newspaper ever printed in June, and more than all other German newspapers of New York combined.

and perhaps where one complains there are a hundred who feel the sting but say nothing. Years after a contest is over people write and claim that a slogan we are using is theirs. I suppose twenty people have written that 'Don't envy a good complexion; use Pompeian and have one' was sent to us by them in some contest. Luckily for us we have been able to point to some old files of one of our mediums and show by priority that these people are wrong—that they are merely victims of a peculiar psychological process which permits them to see things and then later have them reproduced in their own minds as original."

Other contest advertisers refer to complaints as an unpleasant feature of their experiences in this kind of advertising.

The Gotham Manufacturing Company (shirts), of New York, evidently finds it a good plan to offer retail advertising managers and window trimmers prizes for the best advertisements and window displays of its goods, for it has repeated its contests, offering eighteen prizes in each contest, ranging from \$100 down and selecting such men as William C. Freeman and Louis Wiley as judges. They set forth in a letter to the clothing trade that their contests create "widespread interest and hearty co-operation." A strong point about such contests is that the writer or trimmer winning one of the leading prizes reaps some distinction that he is not averse to getting.

Popular Electricity tried out a contest among experienced advertising men and got some 242 subscription advertisements—one of the most difficult kind of advertisements to write. Mr. Harvey, its business manager, says that he believes the contest was well worth while, on account of the fact that the magazine was called to the attention of every agency in the United States.

Readers of *PRINTERS' INK* will recall that not many months ago Dr. I. W. Lyon & Sons published an illustration showing a number of people on one side of a street car, some with youthful, pretty

teeth and others with wrinkled mouths. A series of money prizes was offered for the best copy to go with the illustration, and recently the winning advertisement was published. The business manager of the Lyon company informs the writer that so many thousands of answers were received that it was a difficult matter to sort and tabulate them. He adds, however, that "we feel that all the expense and labor entailed has been fully justified."

Another objection not mentioned by any of the advertisers who have contributed from their experiences is that, despite announcements to the effect that no special information will be given and that information as to the winners cannot be given before a certain date, the contest-advertiser is sure to be pestered with a great many inquiries. The best way to handle this is to have a full sheet of details printed, making it clear that this data is all that will be furnished to anyone, and to send this sheet to all inquirers. It is a good plan to let the lower part of this form be a detachable label that may be used by the contestant in sending in his effort. The label will simplify the mail clerk's duties.

To sum up: Contests call for work, but experiences seem to show that an occasional one, carefully planned, is a good thing for the advertiser of a popular article, or one that ought to be popular.

DEMPERS NOW WITH FARM PAPER

P. H. Dempers is now located at Sioux City, Ia., as advertising manager of *Farmer and Breeder*. Mr. Dempers was formerly connected with the circulation department of the *Christian Herald* in New York, and for the last 18 months has been connected with the Dempers Special Agency, as special representative of agricultural papers. Allen & Ward, of Chicago, have taken over the papers represented by the Dempers Special Agency in New York.

C. B. Kirkland, who for the past three years has been representing the Home Pattern Company in the East, has been re-engaged by *Collier's* to do special work in the advertising department.

MAKING MANUFACTURERS THINK

It seems somewhat strange that wholesale grocers are not as greatly disturbed about the price-cutting retailers and the quantity-buying big retailer as the retailers are.

As a matter of fact, its logic is more a menace to them than to the retailer. If quantity price is right then the best hope of salvation for the little retailer is the buying exchange and the co-operative chain, by which he can so increase the aggregate of his purchase as to enjoy more nearly the same prices than the big chain store and mail-order house do.

If buying exchanges have any attractiveness as an outlet for a manufacturer they will tempt him to deal directly with such buying exchange to the exclusion of the jobber.

With buying combinations growing, as they appear to be in various parts of the country, there is some danger of the bait becoming too strong for manufacturers to much longer withstand.

Certain large manufacturers have been figuring the aggregate of their losses through refusal to sell retailers direct, and find it a very considerable volume of business to turn over to their competitors—and that's about what it amounts to—as the sacrifice to consistency.—*New York "Journal of Commerce."*

The First Four Months

of 1912 The Chicago Record-Herald carried 8,425 columns of advertising. This is a

Gain of 168 Columns

over the amount of advertising carried during the corresponding four months of 1911.

The gain of The Chicago Record-Herald during

The Past Fourteen Months

is 1,904 columns, which far exceeds the combined gains of all other Chicago morning newspapers during this period.

THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

El Comercio Is the Pioneer In the Export Field

and nearly 38 years ago laid the foundation for Export Journalism, and the conservative, painstaking and persistent system of publicity it has given its advertisers has brought them a trade throughout all Latin America that has proved of the greatest value at all times and has kept factories busy with Export Work when Home Trade was at its lowest ebb.

BEYOND QUESTION

the countries of LATIN AMERICA are the markets to which our Manufacturers must look to take a goodly share of their products which in the future, even more than now, will greatly exceed the demand for Home Consumption.

Advertising rates, sample copy
and full particulars on application

J. SHEPHERD CLARK COMPANY

Publishers of El Comercio
The Oldest Export Journal in the world

126 LIBERTY STREET, NEW YORK

Start now to get Export orders the coming Fall and Winter

WORKING OUT PROBLEM OF NEWSPAPER RATE CARD

AT PRESENT IT EITHER GIVES NO INFORMATION, OR GIVES IT IN SCRAMBLED FORM — TRIALS AND TRIBULATIONS OF AN AGENCY RATE CLERK — ASSOCIATION OF NEW YORK ADVERTISING AGENTS WORKING TO SECURE UNIFORMITY IN RATE CARDS

By *Frank J. Hermes*,
Secretary, Blackman-Ross Company,
New York.

My experience with newspaper rate cards leads me to conclude that the main trouble in arriving at a solution of the rate card question lies in the fact that newspaper publishers, advertisers and advertising agents have "ideals" that differ widely.

The newspaper publisher, be he in a big city or a small town, puts out a rate card that is "ideal" for his local advertisers.

esque profanity in five minutes than Tom Lawson could write in five weeks.

Many newspaper rate cards have little or no necessary information. Others go into elaborate details, but have the information scrambled and hard to get at.

With the average rate card, after the rate clerk figures out the best rate for 10,000 lines he hunts all over the card to find if there isn't a better rate on the "insertion" basis. When he finds this he delves further and discovers that the "insertion" rate calls for fixed space.

He reads six or eight paragraphs more, and discovers that the rates quoted are for plate-matter and that composition is extra. Still further along he finds that the amount of space in any one issue must be limited.

Having worked out a problem of this kind from the contents of the rate card, he offers the order to the "Special" representing the paper, who refuses it on the

SENTINEL,

Published Every Morning Including Sunday.		Advertising Rates in Effect	
Population 560,663.		Jan. 1, 1912.	
Run of Paper per Agate Line.		Daily	Sunday
One time		17	.20
26 times or 1000 lines		.15	.17
32 " " 2500 "		.14	.16
104 " " 5000 "		.13	.15
156 " " 7500 "		.12	.14
312 " " 10000 "		.11	.13

Preferred Positions — Daily, Sunday.

Next to reading matter, 10 per cent. extra, following and along side reading matter 15 per cent. extra; top of column next reading matter, 25 per cent. extra; top of column surrounded by reading matter, double page price; bottom of page surrounded by reading matter, 50 per cent. extra; designated page, 2 cents a line in addition to the usual price; designated column, 5 cents a line extra; position advertising to measure at least 24 lines single column.

Cash Discount, 3 per cent. allowed if post marked on or before 20th of the month following that in which advertising appeared.

Agency commission 15 per cent.

Can use matrices.

ADVERTISING REPRESENTATIVES

JOHN SMITH & CO.
Brunswick Building, New York City

Cleveland, Ohio.

Circulation: Daily 80,000; Sunday 100,000.		Special Advertising per Agate Line.	
Advertising Rates in Effect		Daily	Sunday
Jan. 1, 1912.			
Automobile		.12	.14
Hotel, Resort, Pub., School		.12½	.15
Steamships		.12½	.12½
Classified		.13	.15
Telegraph Readers		1.50	1.50
Reading Notices		1.00	1.00

Minimum Size of Advertisements.

One Column	5 Agate Lines Deep
Two Columns	28 Agate Lines Deep
Three Columns	50 Agate Lines Deep
Four Columns	75 Agate Lines Deep
Five Columns	125 Agate Lines Deep
Six Columns	175 Agate Lines Deep
Seven Columns	Full Page Depth
Classified and Readers	2 Lines Deep

Measurements.

Size of page 16½ x 21¾ inches. Length of column 300 agate lines. Width, 2½ inches. 8 columns (2400 lines) to the page.

JOHN JONES & CO.
Peoples Gas Building, Chicago, Ill.

A SUGGESTION FOR A MODEL RATE CARD

The advertising agent bases his "ideal" on his filing system, and as there are about as many filing systems as there are agents the publisher is at sixes and sevens to know what to do. In consequence he invariably "stands pat."

The publisher's rate card may suit local conditions. But when it gets into an advertising agency's hands a thousand miles away, it often provokes more pictur-

ground that his paper "does not cut rates."

It then requires another half-hour of hard work to convince the "Special" that you weren't beating his rate, but that you were beating his rate card.

It may be necessary for a publisher to issue a local rate card that will cover local conditions. But, he should also print a rate card for foreign advertising, based

on the requirements of foreign business.

The rate-card problem has been tackled by the Association of New York Advertising Agents, and from the progress made it looks as though a large number of publishers could get together on a uniform card that can be easily read and understood.

The committee appointed by the Association of New York Advertising Agents have interviewed the various publishers' associa-

tions, and practically all of the "Special Representatives" in New York City, and everywhere have met with hearty co-operation.

Gay Bradt, who is the chairman of this committee, reported at a recent meeting of the association that they were about ready to submit a rate card based on the usual card index filing cabinet, which would be applicable to any daily newspaper.

The face of the card would contain the name of the publica-

Advertising in Canada? We'll Save You 1½c. Per Sq. In. On Your Plates

Sending advertising plates to Canada costs you 1½c per square inch for duty. This can be avoided,—by ordering your electros, stereos and mats from us.

We produce work of the highest printing quality in our splendidly equipped Montreal plant.

We ship, if desired, to any part of Canada, on the shortest notice,—eliminating the annoyance and delay you are bound to experience in getting cuts through the Customs,—and guarantee the work and its delivery.

Write Us.

Rapid Electrotpe Co. of Canada
MONTREAL, CANADA

Seven Months of Success!!

From Nov. 1st, 1911, to June 1st, 1912

CHICAGOER EVENING PRESSE

(An up-to-date Newspaper Printed in German)

PRINTED PAID CLASSIFIED ADVERTISEMENTS

Over 100,000 Agate Lines More Than It Printed During the Seven Months
Ending June 1st, 1911.

I placed a "Help Wanted" ad for an experienced gardener in the PRESSE and averaged seven applicants during the two days I had it in. I engaged a German gardener (one of the several applicants), who had 18 years' experience.—H. L. BRAND, 538 Wellington Ave., Chicago.

ADVERTISING RATES ARE BASED ON ACTUAL CIRCULATION AT TIME
CONTRACT IS MADE.

BECAUSE CIRCULATION INCREASED DURING MAY, 1912
OVER 5,000 SUBSCRIBERS
And It Is Increasing Rapidly Every Month.

tion, city, character (morning, evening, or Sunday), population of city, etc.

Below this would be printed the display rates for one-time insertions with discounts for quantity, then the discounts for time insertions, followed by charges for special positions.

On the reverse side of the card could be printed the rates on any special classifications, and the usual classified advertising rates.

It has also been suggested that provision be made with some printer in New York who could handle this work for the newspapers and distribute them to recognized advertising agents at a minimum cost. These cards could be sent only to such agencies as are recognized by the American Newspaper Publishers' Association. In addition to the information regarding rates, it could give the agents' commission, cash discount, and last discount date. The printer could be kept advised by the A. N. P. A. of any change in the list of agents.

It is believed that by placing this work in the hands of one printer the cost of the rate card, including printing, addressing envelopes and postage, could be kept within ten dollars per newspaper.

A change in a newspaper's rate card would necessitate only the marking of such change and forwarding it to the printer, from which office it would be forwarded direct to the agents. Additional copies eliminating more or less confidential information regarding agents' commission, cash discount, and discount date, could be sent direct to the publication in bulk at a very slight cost.

A rate card of this kind would cut down the labor of the estimate clerk seventy-five per cent. If all cards were printed in the same face of type and the information regarding rates, etc., placed in exactly the same place on each card, it would necessitate merely a glance at the card to get the information sought for.

The uniform rate card proposed by the Association of New York Advertising Agents in no way interferes with the rates or rules of

any publication. It simply classifies the information in a uniform manner. Specimen rate cards will be printed and submitted to newspaper publishers and their representatives in the near future.

One of the advertising agents connected with the association submitted his idea of what a rate card should look like, and the reproduction shows what a lot of information can be crowded into small space.

While the rate card is a decided improvement on the majority of cards issued at the present time, it is quite probable that the Agents' Association will produce a card nearer perfection than this one.

The main trouble has been that the newspaper publisher didn't really know what the agencies in general wanted. He knew what one agent wanted and he knew what another agent wanted, but if he tried to please them all he would have to print about seventeen kinds of rate cards for each state.

Some day all the newspapers will adopt a flat rate for space. When that day arrives the agent and the advertiser can devote more of their time to studying newspapers, and less of their time to studying rate cards.

It is hardly possible that we will ever have an "ideal" rate card, because the "ideal" will depend on too many "ideals," but surely it is a long step towards the "ideal" to have a *uniform* rate card.

POSTERS IN CHINA

Illustrated and colored posters are a splendid advertising means in China as well as elsewhere. The Japanese started to make use of this method and the United States and England followed suit. The text on these posters is, of course, in the Chinese language. In the most frequented thoroughfares of the cities in the Celestial Empire posters can be seen on every hand, advertising foreign goods, and Chinese characters acquaint the public with the nature and the advantages of the specialty advertised.—*American Printer*.

The Sioux City, Iowa, *Times* has recently appointed James F. Antisdell, New York, and C. D. Bertolet, Chicago, as foreign representatives.

WHEN SOLICITATION IS A CIRCUS

THE STORY OF A SPECTACULAR JOKE THAT WORKED AN UPEAVEL AMONG THE CASHIERS OF THE COUNTRY — SOMETHING ABOUT A CAGED LION'S SERVICE TO A BANK ADVERTISING COMPANY

It was left for Bert E. Lyon, of Troy, N. Y., to add to the gaiety of advertisers by a brand new wrinkle in the science of advertising solicitation. Lyon formed the Lyon Bank Advertising Service. He proposed to reach out all over the country for business. He wanted to get as clients as many banks as he could care for. How? That was indeed very much of a question. If his solution of the difficulty does not instruct, it may at least amuse others whose business it is to solicit advertising or to be solicited.

Lyon bethought himself that he would found his promotion campaign upon a pun, based on his

own name. He then proceeded to annex a nitro-glycerin attachment to his solicitation by scheming the "American Hippodrome Co." This concern had no existence outside of the name on the letter-head, which was also adorned with silhouettes of horses madly racing and of camels hulking in a long string across the page. Altogether it was a convincing looking piece of work.

Here is the letter which Mr. Lyon caused to be mailed upon this stationery to 1,000 of the 2,700 banks in the United States:

Cashier,
Second National Bank,
_____, Ohio.

DEAR SIR:

We are compelled to ship "Hannibal," our valuable Nubian lion, to your town to avoid possible sheriff's attachment. As we have several dates in your locality, and not being acquainted in that place have taken the liberty of consigning him to your care. He is well secured and docile. Kindly see that he is provided with food and water, and in a few days our representative will call to explain matters a little more clearly and relieve you of his care, also to settle whatever expense you may incur for his keep. We know this is an unusual favor to ask, but seem forced to do so, and except for the reason above

Premium Service

On a National Clearing House basis, relieving you of investing in a stock, expense of handling, heavy cost of printing catalogues, etc.

"The age of organization, where results are obtained at small cost, the work being done by experts."

Back of the Porter Premium Service is the experience of nearly 20 years, with unlimited resources and ample ability, offering every advantage of dealing with a high grade institution.

THE JOHN NEWTON PORTER CO.

JOHN NEWTON PORTER, President

NATIONAL PREMIUM CLEARING HOUSE

253 BROADWAY

NEW YORK CITY, N. Y.

The Clearing House

For New York City
Advertisers

IN

SUBURBAN
NEWSPAPERS

IS

O'FLAHERTY'S
New York Suburban List

150 NASSAU STREET
NEW YORK

FOUND!

A LETTER WRITER

*A real one, bless you, who can write
any letter you think you can't!*

THE Davison letter talks plain Yankee Doodle! It looks you in the eye, takes you by the hand and says things right to your face! It's clean-spoken, outspoken, quick-spoken! It's human! Red-blooded! Responsive! It has the subtle spark that *strikes home!* It *does* the thing! It carries the **PRODUCTIVE PUNCH!** It gets that prospect, patron, payment or privilege! Send this chap the facts you want brought out. They'll come back to you, all gloriously new, clear, crisp, convincing—*cashable!*

AD-MAN DAVISON

America's Foremost Wordologist
(Barring Roosevelt, Ebert Hubbard and Tom Lawson)
Waldheim Building, KANSAS CITY

stated would not put you to this trouble.
(Signed) CHAS. A. STONE,
American Hippodrome Co.

There was at once a convulsion among the methodical bankers of America. A stream of returning telegrams evidenced their acute alarm. Here are some samples from actual telegrams:

"Letter received. I cannot attend to matter mentioned. Insist upon other arrangements."

"Don't ship beast to me; I absolutely refuse to accept responsibility."

"Cannot entertain your proposition; arrange with agent here."

"Will have to decline your request of Sept. first."

Within twelve hours the mails followed with their burden of alarmed refusals. Here are some of these:

"You are asking me to comply with a very unusual and extraordinary request. I am not in the business of looking after wild animals and I must refuse to take any risks, physical or financial."

"In reply to your letter of yesterday, would say that the revised banking laws define very clearly the powers and duties of savings banks, and we know of no authority for engaging in the business to which you refer. We must therefore decline to act in the matter."

Couldn't catch that man tripping—he knew his little book.

There was, of course, no connection shown between the Lyon Bank Advertising Company and the American Hippodrome Company. "This was a potent feature of our introduction," remarks Mr. Lyon. The humorous side of the bankers' life was exhibited as these letters, which are only selections, show:

"We have no doubt that we will like Hannibal and become great friends."

"We have a small back-yard surrounded by a brick wall, which will just suit him. We have ten employees and would all like to have passes."

Another letter ran:

"Can you also send (40) forty beautiful Turkish ladies and a Snake Charmer? This is our dull season, and it would be much appreciated if you would send on enough to cause a little excitement. Sporting life in a small town is H—"

"P. S.—Do you wish me to exercise the lion?"

Another "wise" one replied: "Send on your lion. Can we use lyon-naise potatoes for feed?"

The aftermath of all this is ex-

plained in a statement made by Mr. Lyon, who doubtless is pretty well satisfied that he has pulled off a tidy piece of introductory work:

"The day following the introductory letter, we sent through the mail to these same banks, one thousand cages 4 x 3 inches, nicely made of cardboard with little wire bars across the front opening, behind which stood a finely lithographed figure of a lion, and across the top of the cage, the outside of which was handsomely ornamented, were the words, 'American Hippodrome Company.' When these had been received and opened, the tide seemed to turn in favor of Hannibal. One cashier said, in order to keep peace in his family of children, he would be obliged to call on us for an additional supply, as the lion had become a pet and he was writing at the request of his wife, who wished to give one to each child. So much for the introduction.

"The selling proposition which must be attached to all advertising had given us great concern. We had caused to be manufactured a particularly heavy cardboard 11 x 14 inches, upon which an especially designed banking emblem was printed in colors, and at the top of the panel the name of the bank to which it was sent was printed. Following this was the copy soliciting accounts. These were put up with six cards in a package, each card bearing different copy. These were for window or wall display, as the case might be.

"The expense of launching this enterprise was considerable, and the results were good, assuming as we did the entire burden with no solicitation from any bank that any such material be forwarded to them. The number of bankers advertising is surprisingly small compared with the number operating. Many letters have come to us from bankers proving the desire for growth, and that the word 'advertising' while it does not appeal to all bankers, is becoming in its meaning and results a necessity."

9,000 brand-new, paid-in-advance subscriptions to

PHYSICAL CULTURE

resulted from Bernarr Macfadden's series of health lectures just completed. These 9000 subscribers were secured without trading stamps or any kind of extraneous inducement—solely from a recognized need on their part for the information and advice tending to health-conservation which each issue contains.

Physical Culture's entire circulation was built up in this manner.

New York Office: 1 Madison Avenue
O. J. Elder, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager
Boston Office: 24 Milk St.
Oliver E. Butler, Manager

Quality Circulation Brings Returns

COUNTRY LIFE IN CANADA

A JOURNAL OF URBAN
PROGRESS.
THE MESSAGE OF THE SOIL.

Condensed, Quality Circulation, located as follows:

British Columbia . . .	2977
Alberta	2439
Saskatchewan . . .	3634
Manitoba	4569
Ontario	1151
United States . . .	411
Foreign	50

Total 15,281

A Sworn Affidavit of this circulation will be furnished on request.

If you want to talk to the Western Canada farmer, *Country Life in Canada* is the medium to use. Published by

ASSOCIATED PUBLISHERS,
LTD.

Winnipeg, Man.

The Little Schoolmaster's Classroom

"Yes," said the advertising man of a big plumbing supplies manufacturer, "I think the guarantee is a big thing for us as an advertising feature, and it costs us very little. Probably not one-tenth of one per cent of the goods we sell have any come-back to them, and even then the defect is more likely to be the fault of some one who handled the goods than our own. But as we can't always tell about that, we make good."

"How long do you think a manufacturer ought to guarantee goods?" asked the Schoolmaster.

"Thirty days would be about the same as a year or more, so far as we are concerned. The defect, if there is any, will be detected soon. Twenty-five years ago we guaranteed our goods for one year; but long ago we made the term two years on one grade and five years on another. Sometimes, just for the sake of the advertising, we have made good a piece that has been out six or eight years."

"How do you find the plumbers' attitude with respect to making good these guarantees?" was the next question.

"There's the greatest snag. The plumber is more of a mechanic than he is a business man. Let's say that he has a job calling for a price of \$800 on which his profit is 20 per cent, or \$160. A piece goes wrong that costs us, say, \$10 to replace. It's likely that the cost to the plumber to install the new piece would not exceed \$5, but often he can't see it to his advantage to stand \$5 while we stand \$10, and it is a common thing for him to expect us to pay the bill for labor. He has us, for we can't afford to antagonize, and it might cost us \$50 or \$60 to send a man out from the home office."

"Are the plumbers being educated up to better ideas along this line?" was the next question.

"Decidedly so," was the reply, "a great change for the better has taken place in the last few years and prospects are bright for even better things."

The advertising man then went on to attribute much of the improvement to the excellent house-organ that his company circulates among plumbers generally. A house-organ that has often presented the most valuable kind of trade information.

* * *

The Schoolmaster some time ago expressed himself as disliking to see various advertisers of tobacco following so closely the Prince Albert style of copy. It was suggested that there are other ways of doing the thing. The following text, appearing under the headline of "This is Terrible," and used along with two illustrations of cigarettes with chorus-girl heads, certainly adds a distinctive exhibit to the collection of new styles in tobacco copy:

There they were—

Dear little Clarice Zira, the Cloud Dispeller.

And dear little Polly Zira, the Grouch Chaser.

Just finishing their beautiful duet entitled:

"Every little Zira has a flavor of its own."

Along came two of those horrible giants called men.

And one man grabbed dear little Clarice Zira and smoked her.

And the other man grabbed dear little Polly Zira and smoked her.

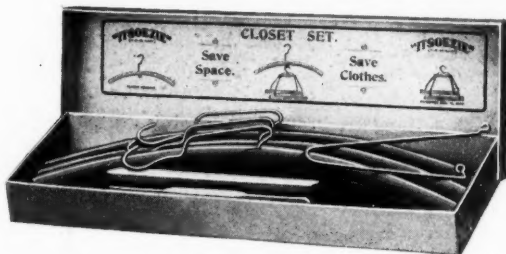
Yes, everybody's smoking the dear little, sweet little, delightful little Zira cigarettes now.

This is certainly a ravishing style of copy. The Schoolmaster thinks well of the headline anyhow. And, yes, he also believes that these Zira advertisements will get attention. But what will come next!

It occurs to the Schoolmaster that publishers could find material for the most interesting kind of advertisements in the experiences of their advertisers. Not all advertisers are willing to give facts as to returns, cost, etc., but some are. For example, an advertiser of ready-made houses has told of his experience in one national magazine, showing 42-line copy that brought replies at 75 cents each and a full-page advertisement that brought returns at 25 cents each. And these facts are

set forth in the publisher's advertisement, not in the hackneyed testimonial style that usually shows that the letter was asked for, but in a really instructive way. Of course the experience does not prove that it is always better to use page advertisements, for the two pieces of copy were different in style and were tried out at different seasons, but the facts as given are enlightening just the same. We want more of these "experience" advertisements.

An Attractive Premium of Strong Appeal to Men and Women



MEN OR LADIES CLOTHES CLOSET SET COMPLETE

This set consists of 3 pants hangers (or 3 skirt hangers), 3 combination coat hangers and 1 arm with screws on which these may be hung, using the minimum amount of closet room.

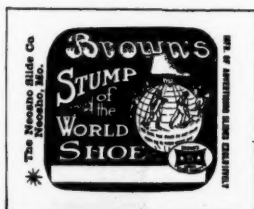
If you want a men's or women's good premium, here is a Clothes Closet Set that will bring home the bacon. It is handsomely made, neatly boxed and can be shipped at small cost. Costs but a trifle and will last for years.

Your advertisement put on for large users. Price, \$54 net per Gross Sets.

Ask for Catalogue No. 2 of other good things.

F. LEWALD & CO., Adams St. and Fifth Ave., Chicago

WE EMPHASIZE SERVICE



First—we make advertising picture slides that will put your selling message "across" with the maximum effectiveness.

Then we see to it that your convenience is promoted and facilitated at every turn in all your dealings with us.

If you will write us we will be pleased to submit samples and much valuable and interesting information.

THE NEOSHO SLIDE CO.

103 Spring Street

Neosho, Mo.

It really isn't worth while to have an illustrator put in a great deal of time working out a fancy border unless there will be some symbolism or distinctive effect that will be superior to the effect of the plain or nearly plain borders that a good composing room can furnish. About all that can

be said for most of the fancy, scroll, panel, effect drawn borders is summed up in the words of a veteran designer of advertising, "It must have been a lot of trouble to make it." The finest examples of ad-display are usually characterized by simplicity.

Most hand-lettering is inferior to set


matter, especially when it extends into the text. The Hibernia Bank & Trust Co. adver-

well, but a good ad-compositor could give this advertiser a much better setting in less space.

Striving for "the different look" doesn't always produce the effective advertisement, but the *Farm Journal* advertisement put up in typewritten style stood out very strongly on the page. Those who use typewriter type do not usually get a very readable advertisement, because typewriter type is not as readable as some other styles, but the *Farm Journal* advertisement has a good open appearance that distinctly invites attention.

* * *

A serious mistake is sometimes made in planning follow-up systems to defer the best argument or offer to the third or the fourth letter. If the follow-up system is directed to one who is not interested—one whose interest must be developed—it may be the wise plan to gradually build up interest. For example, suppose you are trying to interest hardware dealers in handling a certain new stove. You could hardly hope to get action with your first letter. But when an inquiry has been received or there is some other good indication or likelihood of interest, don't think that you must deal with generalities in the first solicitation and wait until the third or the fourth letter to put in the strong sales stuff. The prospect may in the meantime tie up with some one else or dismiss the subject entirely. A number of concerns have in these latter days cut down their series of six or eight letters to two or three and found by strengthening the short series that they get as much business as they formerly did with the longer series, and save work and expense. Considerable business trails in late after any kind of effective advertising effort, and the user of a long follow-up system may easily deceive himself by crediting to a tail-end letter orders that would have been received anyhow. But, of course, it should not be concluded that a long follow-up is always out of place. The idea is to experiment,



HAVE YOU A
mail-order proposition?
People who live away
from cities expect to
buy by mail—indeed,
mostly they are forced
to.
Over 700,000 buying-by-
mail families make a
market worth while.
That is the market *Farm
Journal* offers you. It
also guarantees you to
its readers and so makes
the buyer feel you are
his friend.
You enjoy dealing with
those in whom you have
confidence. So do farm-
ing folks.
Wilmer Atkinson Company
Publishers
FARM JOURNAL
Philadelphia
August number closes 75¢
Circulation over
700,000 copies

DIFFERENT

INVESTORS
SHOULD WRITE FOR OUR
LATEST BOOKLET DESCRIBING
**HIGH GRADE
SOUTHERN BONDS**
STATE MUNICIPAL LEVEE
DRAINAGE & CORPORATION
NETTING 4% TO 6%
HIBERNIA-BANK & TRUST CO.
CAPITAL & SURPLUS THREE MILLION DOLLARS
CARondelet ST. NEW ORLEANS

tisement is better than most examples of hand-lettered advertisements, for it does have two important displays that stand out

find out what is most efficient and then cut out the waste.

* * *

The Chicago aldermen in their recent action looking toward the elimination of advertising in the street cars take the ground that advertising is a business that the transportation companies have no charter rights to carry on. Of course there will be a stout fight against the ordinance, and it is not likely that the street-car advertising interests will suffer more than temporary embarrassment, if indeed that.

In the meantime, some odd comments are being made. The esteemed *New York Times* suggests that a better objection to street-car advertising than the one offered by the Chicago aldermen is that it is wrong to *compel the reading of advertisements, to demand and get for them attention that is in many instances reluctant or resentful.*

* * *

Probably few advertising men would disagree with the latter part of the *Times'* argument in so far as it means that it is useless and an imposition on the public to secure attention by methods that arouse resentment, as, for example, when a beautiful piece of scenery is marred by a thoughtless would-be advertiser. But this indictment does not seem to apply to street-car advertisements. If there are people whose resentment is aroused because they are forced to look at street-car advertisements the Schoolmaster has not heard of them. Probably the street-car interests will be tickled to have a newspaper point out that car cards compel attention, for compelling attention is not in itself an imposition. Every newspaper that sells special position sells it for the reason that such position puts an advertisement where a good proportion of readers are compelled to see it—though the advertisement may not be one that readers really wish to see. Comparatively few advertisements are actually sought for

THE PULLING POWER OF CLEANLINESS.

You can reach the representative people of Pittsburgh most consistently through THE PITTSBURGH POST and THE PITTSBURGH SUN. All persons of character and consequence read THE POST and THE SUN because their advertisements, as well as their news matter, are absolutely clean. No fake medicine publicity or fraudulent propositions of any kind are permitted the use of their columns. If you value being associated with advertisers who appreciate clean papers as assets to their products your logical Pittsburgh mediums will be

THE PITTSBURGH POST THE PITTSBURGH SUN

EMIL M. SCHOLZ
General Manager.

CONE, LORENZEN & WOODMAN
Foreign Representatives
NEW YORK CHICAGO

73 Years

is more than two generations. Yet, there are hundreds of families that have been reading the

Southern Planter

Richmond, Va.

all of that time. They have never known what it is to be without it.

We would like to introduce you to these people.

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

Practical Advertising Man

Open for engagement Sept. 1st.

Experience in all lines of advertising, a thorough knowledge of Engraving and Printing and an expert Mail Order Correspondent. Ten years in present position. Address "Opportunity," care of The Blaine Thompson Co., Advertising Agents, Cincinnati, Ohio.

by readers; most of them have to be brought into attention by one means or another.

The fundamental principle of

100% INCREASE IN SALES

IN JANESVILLE, WIS.

A manufacturer who has recently pushed his confection article to the front increased his sales in the Janesville Territory 100% within a few weeks' time. His advertising was placed in The Janesville Daily Gazette, and the Secretary of the Manufacturing Company was greatly pleased with the co-operation secured by "The Gazette" advertising department in assisting with the work in the local field. The field of "The Gazette" has a never failing income. It is the richest in the North-West. Write for local information.

THE JANESVILLE DAILY GAZETTE

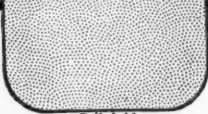
EASTERN REPRESENTATIVE, M. C. WATSON

Flatiron Building, New York City, N. Y.

WESTERN REPRESENTATIVE, A. W. ALLEN

1502 Tribune Building, Chicago, Ill.

Edw-Edz



Celluloid

Offer Your Particular Trade Better Guide Cards—Fewer of Them

Celluloid Tipped Guides

will outwear six or more sets of ordinary un-reinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index File the well kept appearance it should have.

Write for samples.

STANDARD INDEX CARD CO.

701 to 709 Arch Street, Philadelphia

DRAWINGS



**can - and
ours will
sell things!**

*Make us
prove it.*

**LAMBERT GUENTHER
and WALTER SMITH -
ADVERTISING ILLUSTRATIONS**

**20 WRITING and PRINTING 20
37 East 28th St., NEW YORK.**

L G & W S

typographical display is that of forcing attention. The newspaper that puts headlines on its first page over the story of a sensational trial or a big political event is, by such headlines and position, forcing the attention of readers to events in which a good number may not be interested at the outset and may not become interested. Putting a supposedly strong article on the first pages of a magazine and giving the caption of the article a place on the front cover is forcing attention which some readers may not agree is merited by the article.

It ought not to be overlooked that many things in which people are not at first interested and to which they are compelled to give some attention afterwards become very interesting to them. It is not too much to say that sometimes people are heartily glad that certain subjects were forced into their attention. It would hardly do, in advertising, journalism, or merchandising, to adopt the policy that it is wrong to compel attention for legitimate subjects.

* * *

Make your directions so plain that the wayfaring man or the fool cannot err. An advertising man was recently chagrined to find that some cards that he had wanted his customers to hand to their acquaintances were being signed and returned by the customers themselves. Mr. Advertising Man had thought that the purpose of the cards was so obvious that no special directions were required, but the instructions were needed and ought to have been right at the top in good bold type.

Another thing: make that order blank or contract form as simple as possible. All those little details of your business that seem simple to you may make the form very confusing to the prospective customer; the simpler you get it, the better. Many an order has been killed because of a complex arrangement or formidable legal appearance of the order blank.

Classified Advertisements

ADDRESSING MACHINES

Addressograph Graphotype for Making Stencils. Cabinets, Frames, Supplies. LIKE NEW, sacrifice. WAGNER, 529 Spruce St., Scranton, Pa.

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO.**, 29 Murray St., New York City.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

ADVERTISING NOVELTIES

FOR every business under the sun we make appropriate ad novelties in celluloid and metal. State nature of your business. **FREE SAMPLES.** **BASTIAN BROS. CO.**, Rochester, N. Y.

BILLPOSTING

8¢ Posts R.I.
Listed and Guaranteed Showing Good Locations
Mostly individual boards. Write for open dates
Standish Adv. Agency..... Providence R.I....

BUSINESS OPPORTUNITIES

ADVERTISING THINGS thought out for the undecided **FRANCIS I. MAULE**, 401 Sansom Street, Philadelphia.



Gen. Randolph
Chester

"ART of WRITING"—Booklet Free

In this work, the Author of the "Get-Rich-Quick-Wallington Stories" tells how to tell your story, whatever it is, in a way to get results. Book et free on request to any business man, lawyer, teacher, minister, reporter, salesman, advertiser, man, story writer, student or club woman. Write today. **Publishers Syndicate, Dept. U, Cincinnati, O.**

COIN CARDS

Coin Card Bill Heads specially adapted to the needs of your credit department. Hundreds of newspapers and mercantile concerns are now using them to collect small accounts. Made of coated stock with patented apertures for any combination of coins. Write for price-list and samples. Neatest and safest card made. **THE WINTHROP PRESS**, Dep't. C. C., 60 Murray St., New York, N. Y.

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

FOR SALE

FOR SALE—Well established daily Republican newspaper in middle West, paying 40 per cent. on \$12,000 investment. Not all cash required of right party. Address "X," care of this paper.

FOR SALE AT A BARGAIN—One Cottrell 2 revolution cylinder press, 35x52, 4 big form rollers with vibrators, angle rollers and plate distribution, rear delivery, tapeless, with air chambers. This press has been in constant operation until recently, and is in good working order. Address **THE PENNSYLVANIA SOAP COMPANY**, Lancaster, Pennsylvania

HELP WANTED

WANTED—An assistant in the Advertising Department of a large Chicago manufacturer. Experience in writing booklets, copy, etc., necessary. "C," care Printers' Ink.

WANTED—Experienced copy writer trained in general agency work for well established, progressive, central west advertising agency. Serious, well-balanced and competent man can make good connection. State age, experience and salary. Address "M," care of Printers' Ink.

Wanted—A First Class Book Man.

One who knows the book business from A to Z. Advertising, selling campaigns, and a general good business getter with live ideas. Such a man can find himself a good berth in our place. Applicants will kindly write with all particulars, mentioning salary, experience, and where formerly employed. **WILLIAMS' BOOK STORE, Inc.**, 349 Washington Street, Boston, Mass.

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

NOTICES

THE FIRM OF BARTLETT-WALES CO. has this day been dissolved by the retirement of James Albert Wales. Edmund Bartlett continues the business under the name of **EDMUND BARTLETT CO.**, and assumes all the obligations of Bartlett-Wales Co., and the completion of all contracts. **EDMUND BARTLETT CO.**, 381 Fourth Ave., N. Y. C.
June 1, 1912

POSITIONS WANTED

MAGAZINE EDITOR, Harvard graduate, years of experience in printing, publishing and publicity, will consider good opportunity. Locality no object. "C. N.," care Printers' Ink.

YOUNG MAN, 21, wants a chance with agency or department. Has an accurate knowledge of type, layout, illustration, combined with ability to write and plan copy. Test him! "N. O. P.," care of Printers' Ink.

YOUNG MAN, 19, wants start. Advertising school graduate. Copy writer, thorough knowledge of advertising routine. Willing and ambitious. Opportunity, not salary, the consideration. Start bottom if future bright. "R. D. Y.," care of Printers' Ink.

As Advertising Manager

want to link up with live manufacturer or retailer who is looking for man with rounded experience in selling and advertising, coupled with energy and enthusiasm. Address 643, care Printers' Ink.

CIRCULATION MANAGER

Over seven years' experience on metropolitan dailies. Thoroughly competent. Member International Circulation Managers Association. Would start with modest salary on live growing paper. "ENTHUSIAST," care of Printers' Ink.

VERSATILE YOUNG MAN

I want a chance to show that I can make good. Age 22, single. Advanced student with I. C. S. Best references. Strong on copy layouts and details. Now employed with newspaper. Salary of secondary importance. "R. R. W.," care Printers' Ink.

YOUNG MAN who has had eight years' experience in advertising agency and selling departments seeks position with reliable and growing manufacturing concern as assistant sales or advertising manager. Comes well endorsed for ability and integrity. "FIRST CLASS," care of Printers' Ink.

RETAIL STORE

In medium sized city can obtain services of advertising man who knows retail conditions and writes good copy. Can assist in management. At present in Southwest as business manager and editorial writer on paper. Am earning \$30 weekly. Want real opportunity. In Chicago August 1st for interview. "O. R. Z.," care of Printers' Ink.

Advertising and Sales Manager now with large implement factory, but desirous of making change. Thoroughly posted on all lines of implements, vehicles, autos, etc. Five years' successful mail order experience. Practical experience in all branches of selling and advertising, both direct and through dealers. Strong on dealer co-operation and organization. Only high class connection considered. Strictly confidential. Address "F. I.," care Printers' Ink.

"He Measures Up"
Interview Him

New York manager of large advertising-printing house will change. Present employers best reference. Experienced as trade paper representative and advertising manager of large accounts. College education. Age 30. Married. Will locate outside of New York. Address "SALES," care of Printers' Ink.

I OFFER YOU
REAL CREATIVE ABILITY

coupled with enthusiastic and untiring application to the solving of your advertising problems. My record of some "impossible stunts" successfully put over, will enable you to judge whether or not I can serve you profitably. I produce new and workable ideas, trade names, designs, etc., write booklets, letters and ads.; all so different, they invariably do the trick. Of course I never attempt the impossible. I do no work without inspiration and waste no man's money. If your proposition fails in its appeal to me, I shall turn it down and frankly tell you why. "GUARANTEE SERVICE," care of Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

Southwest Press Clipping Bureau Adams Building, Topeka, Kan. Established ten years. Covers Kans., Mo., Okla., Tex. and Ark. Population of our field, over 12,000,000.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama.
Montgomery, *Advertiser*, net av. year 1911, Dy. 17,069; Sun., 22,236. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, *Gazette*. Average June, 1912, 6,238 daily. A. A. A. ex. regularly.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,301; 1911, 7,392.

Meriden, *Morning Record & Republican*. Daily av.: 1909, 7,709; 1910, 7,893; 1911, 8,085.

New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) 19,154 daily, 2c.; Sunday, 15,108, 5c.

New London, *Day Evening*. Circulation, 1910, 6,892; 1911, 7,141. Double all other local papers.

Norwalk, *Evening Hour*. Average circulation 1911, 3,645. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, 7,816; Sunday, 7,669.

DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 64,154 (©). Carrier delivery.

ILLINOIS



Chicago, *Examiner*, average 1911, Sunday 541,623, Daily 216,698, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

★ The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, *Polish Daily News*. Year ending May 1912, 16,094; May average, 16,706.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 8,327.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114.

Peoria, *Evening Star*. Circulation for 1911, 21,140.

INDIANA

South Bend, *Tribune*. Sworn average May, 1912, 13,333. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance."

Des Moines, *Register & Leader* (av.'11), 36,263. *Evening Tribune*, 30,316 (same ownership). Combined circulation 66,579—35% larger than any other Iowa paper.

Supreme in want ad field Washington, *Eve. Journal*. Only daily in county. 1,958 subscribers. All good people.

Waterloo, *Evening Courier*, 53d year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,872. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,625. Sunday *Telegram*, 13,018.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For June, 1912, 58,390.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)

1911, 184,614—Dec. av., 187,178.

Sunday

1911, 323,147—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,983 lines

2,227,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, Daily Post. Greatest June of the *Boston Post*. Circulation averages: *Daily Post*, 498,007, gain of 66,551 copies per day over June, 1911. *Sunday Post*, 328,829, gain of 40,131 copies per Sunday over June, 1911.

Boston, Herald, guaranteed daily circulation 110,714 (average for whole year ending April 30, 1912). The newspaper of the home owners of New England.

Lawrence, Telegram, evening, 1911 av. 8,408. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1909, 16,539; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1911, 18,871.

Worcester, Gazette, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot,** Aver. year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1911, 105,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

★ **Minneapolis, Journal.** Every evening and Sunday (©©). In 1911 average daily circulation, 78,119. In 1912 average Sunday circulation, 82,203. Daily average circulation for June, 1912, evening only, 81,168. Average Sunday circulation for June, 1912, 84,933.

CIRCULATION **Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,886. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.

★ **MISSOURI**
Lamar, Democrat, weekly. Average, 1911, 8,511.

★ **St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1911, 123,829

NEW JERSEY

Camden, Daily Courier, covers Southern New Jersey. 10,350 daily average 1st 4 mos. 1912.

Camden, Post-Telegram, 10,415 daily average 1911. Camden's oldest daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 10-'07, 20,370; '08, 21,326; 20-'09, 19,062; '10, 19,238; '11, 20,115.

NEW YORK

★ **Albany, Evening Journal.** Daily average for 1911, 18,351. It's the leading paper.

★ **The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, Courier, morn. Av., 1911, Sunday, 97,764; daily, 80,268; *Enquirer*, evening, 23,891.

Buffalo, Evening News. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1911, 8,237.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 130,670. A. A. and N. W. Ayer & Son certificates.

★ **Schenectady, Gazette,** daily. A. N. Lierty. Actual Average for 1911, 20,817. Benjamin E. Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

★ **Schenectady, Union Star,** 75% "home" circ. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

★ **Troy, Record.** Av. circulation 1911, (A. M.), 6,522; P. M., 18,736) 24,087. Only paper in city which has permitted A.A. examination, and made public there report

★ **Utica, National Electrical Contractor.** mo Average for 1911, 2,628.

NORTH CAROLINA

Charlotte, News, only Evening and Sunday paper in two Carolinas. *The News* leads.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1911: Daily, 95,129; Sunday, 125,191. For June, 1912, 110,840 daily; Sunday, 132,771. **Youngstown, Vindicator.** D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

★ **Erie, Times,** daily. 22,174 average, June, 1912. A larger guaranteed paid circulation than all other Erie papers combined. K. Katz, Special Agt., N.Y.

★ **Philadelphia, The Press** (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 86,963; the Sunday *Press*, 174,272.

★ **Washington, Reporter and Observer,** circulation average 1911, 18,825.

★ **West Chester, Local News,** daily, W. H. Hodgson. Aver. for 1911, 10,549. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

★ **Wilkes-Barre, Times-Leader,** evening, 18,491 net, sworn. A. A. A. examination. **Williamsport, News,** eve. Net av. 9523, June, 1912, 9782. Best paper in prosperous region. **York, Dispatch and Daily.** Average for 1911, 18,527. (A. A. A. certificate.)

RHODE ISLAND

★ **Pawtucket Evening Times.** Average circulation for 1911, 20,297—sworn.

★ **Providence, Daily Journal.** Average for 1911, 23,087 (©©). Sunday, 32,588 (©©). **Evening Bulletin,** 50,486 average 1911.

★ **Westerly, Daily Sun,** George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 8,445.

SOUTH CAROLINA

★ **Charleston, Evening Post.** Evening. Actual daily average 1911, 8,259.

VERMONT

★ **Barre, Times,** daily. Only paper in city. Av. 1911, 5,764. Examined by A.A.A.

★ **Burlington, Free Press.** Examined by A.A.A. 8,958 net. Largest city and state.

VIRGINIA

★ **Danville, The Bee** (eve.) Aver. June, 1912, 5,618. *The Register* (morn.), av. June, '12, 5,235.

WASHINGTON

★ **Tacoma, Ledger.** Average year 1911, daily, 19,001 Sunday, 27,388.

★ **Tacoma, News.** Average for year 1911, 19,210.



Seattle, *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 64,005 daily, 83,146 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

WISCONSIN

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for year 1911, 44,766, an increase of over 5,000 daily average over 1910. *The Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.



Fond Du Lac, *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago. Janesville, *Gazette*. Daily average, June, 1912, daily 6,022; semi-weekly, 1,492. Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917. Racine (Wis.) *Journal-News*. Average March circulation 7,312.

MANITOBA, CAN.

Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 19.1 22,035. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for year 1911, 104,197. Largest in Canada. Montreal, *La Patrie*. Ave. year 1911, 46,962 daily; 55,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, *The Leader*. Aver. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 541,823 Sunday circulation and 216,698 daily circulation brings classified advertisements quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,566 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN' THE Minneapolis *Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,567 lines. The number of individual advertisements published was 26,573. Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

THE Minneapolis *Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cashorder one cent a word, minimum, 20 cents.

NEW YORK

THE Albany *Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The *Mobile Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy av. 1st 4 mos. '11, 64,154. (◎◎) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 263 Broadway, New York City.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people.

TENNESSEE

The *Memphis Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The *Seattle Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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WANTED—**A 300,000 to 500,000
Magazine Circulation**

to keep busy the big speedy Web presses and bindery outfit we have just added to our plant.

¶ This is the opportunity of a lifetime for some publisher to place his printing in the hands of an organization where the watchword is satisfaction; where the equipment is modern in every sense of the word; where every man knows his work and does it well—a combination that produces printing as near to perfect as possible.

¶ We are now printing the magazines listed below. Their uniform typographical excellence is a Francis trademark. The one other publisher in search of such service and quality as this need look no further for a guide than the judgment of these publishers:

Satire
Outing
I. C. L.
Motor Boat
Haberdasher
Musical Age
Printers' Ink
Field & Stream

Yachting
Snap Shots
Town Topics
School Journal
Young's Magazine
Educational Foundations
Moving Picture News
Teachers Magazine

Charles Francis Press
30 West 13th Street, New York City

Responsiveness of Its Readers—

Come to think of it, that is all any advertiser can ask of a publication. It is just as important to the general publicity man as it is to those who carefully key each piece of copy. Many of the latter who have used

HOME LIFE

The Standard Small Town Magazine

season after season, attest its merit. For example, witness the following:

"Portland, Mich., July 2, 1913.

Frank O. Balch, President,
Balch Publishing Company,
141 West Ohio Street, Chicago, Ill.

Dear Mr. Balch:

I am sending you, through our advertising agency, an order for our 100-line copy to start with the September issue. This is a month earlier than we commenced last year, and I believe you will be interested to know that our results from last season's advertising were so very satisfactory to us that we have decided to use *HOME LIFE* up to and including the May, 1913 issue.

With kindest personal regards, I am,

Yours very truly,

WOLVERINE SOAP COMPANY,

By W. W. Terriff, President."

Responsiveness means first of all the confidence of our readers. We have won that by travelling down the "Street Called Straight" with them. We have always given advertisers an honest, straightforward count in *Home Life* circulation and more than we claimed when selling the space.

There will be an extra circulation of 100,000 copies with the October issue, forms for which close August 20th. By its use you can enter one million homes for \$4.00 per line. Let us tell you about it.

HOME LIFE

The Standard Small Town Magazine

ARTHUR A. HINKLEY, Advertising Manager

LLOYD R. WASSON, Eastern Manager
200 Fifth Avenue
New York, N. Y.

F. W. THURNAU, Western Manager
141 West Ohio Street
Chicago, Ill.